

## **Whip your business into shape for the New Year**

The holiday season has come and gone for another year and our focus and priorities now shift to what we would like to accomplish in the New Year. Whether it is increasing sales and growth potential for your business or taking a new marketing approach, there are many ways to tackle the New Year's business blues and put you on the right track for 2009.

Starting a new year off right provides endless opportunities to take a step back and relish in your accomplishments. It's also a great time of year to dust off that business plan of your's (yes, the one you haven't looked at since last year) and peruse through your goals and objectives. What was your sales goal? How much media coverage did you receive? Did you meet your business needs and exceed client expectations?

Take the opportunity to re-vamp your business plan in the New Year and look at different opportunities to build your business; perhaps a new goal is to look at public relations initiatives and how strategic communication tactics can really boost your business. Maybe you didn't even include a marketing/PR component in your initial plan; now's the time to think outside the box, generate new objectives for 2009 and reach for the stars.

Need some help? Whip your business and your body into shape with Crosspoint Communications and Go Fusion Fitness. These two co-hosts can make your New Year's resolutions a reality at the Abbotsford Chamber of Commerce Casual Connections on Jan. 22.

This fun social event at "Abbotsford's Only Shabby Chic Gym" promises to be entertaining with flexibility and fitness challenges and many great door prizes. Your business will also get some TLC with Abbotsford's own innovative public relations company Crosspoint Communications. Come relax after work, enjoy a drink and some great food. It is a perfect opportunity to renew old acquaintances and meet new people from Abbotsford's business community. For ticket information, visit [www.abbotsfordchamber.com](http://www.abbotsfordchamber.com).

*Amelia Kennedy is the owner of Crosspoint Communication, a boutique PR company based in the Fraser Valley. For more information, visit [www.crosspointcommunications.ca](http://www.crosspointcommunications.ca).*