

9 MISTAKES BUSINESS OWNERS MAKE

& How to Avoid Them

Murray Priestley - Global Private Partners
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INTRODUCTION



MISTAKE # 1: NOT HAVING A CLEAR STRATEGY



MISTAKE #2: FAIL TO LEVERAGE ACROSS
MULTIPLE DIMENSIONS



MISTAKE #3: OFFER NO REASON WHY PEOPLE SHOULD DO BUSINESS WITH YOU



MISTAKE #4: KEEPING THINGS THE SAME



MISTAKE #5: FOCUSING ON YOUR PRODUCT RATHER THAN
YOUR RELATIONSHIPS



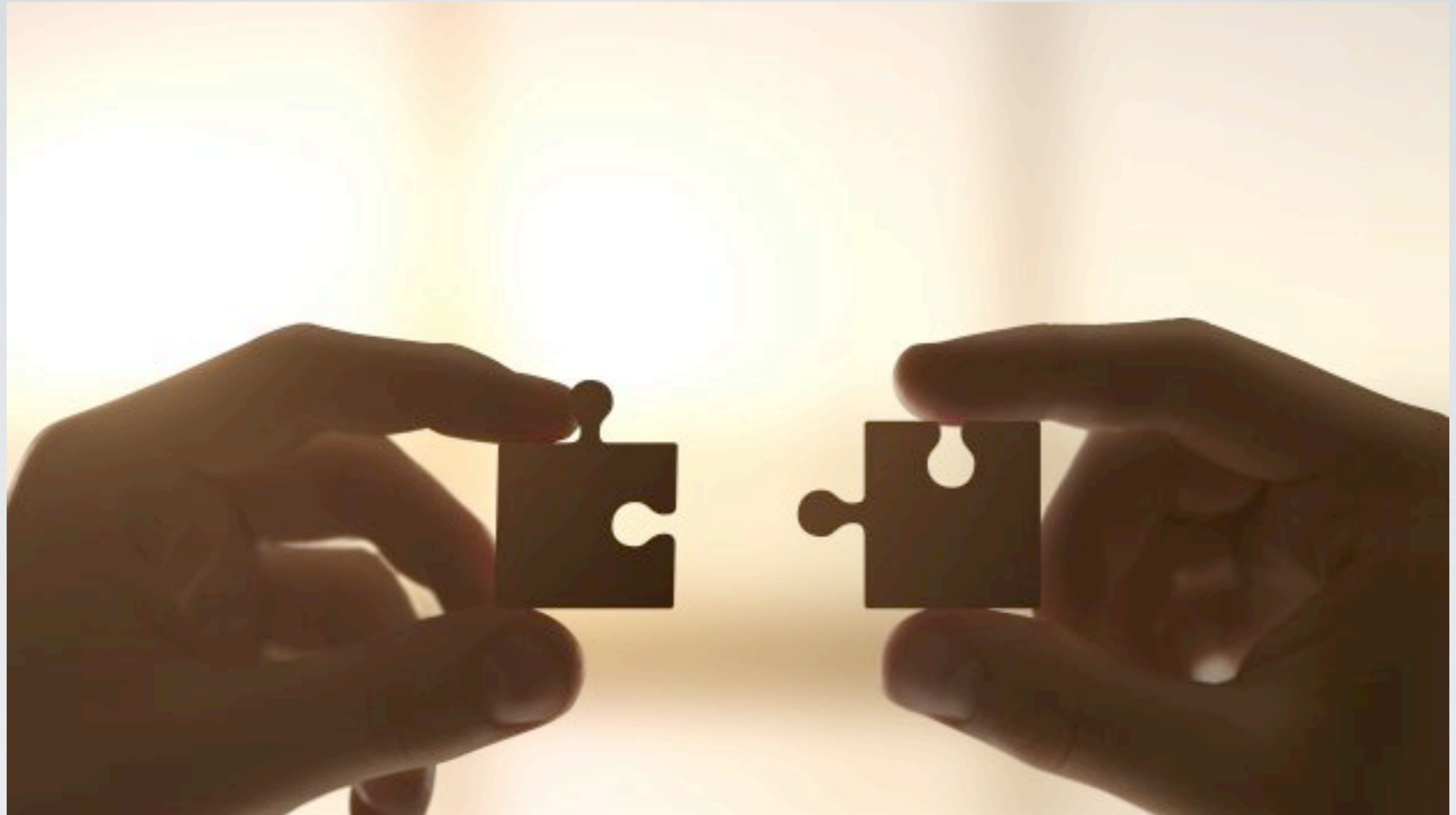
MISTAKE #6: KEEPING YOUR
COMMUNICATIONS A SECRET



MISTAKE #7: STICKING WITH BORING OR NO MARKETING AT ALL



MISTAKE #8: FAIL TO SEE THINGS FROM YOUR CUSTOMERS PERSPECTIVE



MISTAKE #9: BE PASSIVE NOT ACTIVE



BONUS #10: FOCUS ON WHY YOU CAN'T
INSTEAD OF HOW CAN WE

ABOUT MURRAY

Murray Priestley has 28 years of commercial and asset management experience having served in board, CEO and senior executive positions with a number of global public and private companies.

Annan River is a multi-channel e-commerce & technology management firm, that delivers quality products at affordable prices through the brand HamptonCommerce.com. By using our innovative strategies to utilise third party platforms we are able to scale and launch multiple brands across multiple niches rapidly to take advantage of the latest trends and market conditions. Annan is private equity backed.

Murray founded, äpha Holdings, a Hong Kong based firm that develops technology solutions for fund/investment managers. äpha also is investment manager for a number of SMA under a license in Singapore.

Before äpha, Murray was with Portofino Asset Management. Prior to that, Murray was CEO of Lifestyle Asset Management and was Head of Projects for Korea First Bank, as part of the Texas Pacific Group buyout. Murray was a senior executive with EDS, which managed the Commonwealth Bank, Westpac and Bank of Queensland's IT operations.

Murray has a Bachelor's degree in Engineering & Computer Science from Monash University. Murray has lived and worked in over 9 countries.