



# **Business Changing Strategies That Will Change Your Life**

## **Strategy One**

You are in business to make money. Lots of it. You are a business owner. A money maker.

Your job is to make as much money as you possibly can in a fair and ethical way.

And that really doesn't make you a bad person ... it makes you a business owner.

## **Strategy Two**

Use your time wisely.

Time is the one thing we are all limited by and we are all going to die one day - don't waste your valuable time on customers who can't, or won't, give you the lifestyle you want to lead.

Also don't waste your time on those things you can easily outsource to others, especially if you can outsource it on sites like oDesk, Fiverr and the likes. These sites take advantage of the different currency values around the world so you can get pretty good work done at a fraction of the normal price.

## **Strategy Three**

The world doesn't care about you

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The world wants what it wants. If you want to be mega successful your job is to help the world get what it wants. Say your area is short of plumbers - provide a plumbing service. Say there is a national shortage of mentors, then that is what you should do.

Provide the world with what it wants and money will be yours - guaranteed.

#### **Strategy Four**

Make your business mean something to someone. Everything to everyone means nothing to everyone.

Way too many business owners try and be all things to all people, but it is a fact that no business is suitable for everyone. When I started my flooring business i tried commercial and domestic, selling to landlords and posh people alike.

But this was a massive mistake since I wasn't really geared up for commercial and landlords tend not to want to spend anything on their flooring so the profit margins were small.

As soon as I started targeting my services to those who were most able to give me the profit I wanted, my bank account grew and my workload went down.

What's not to like?

#### **Strategy Five**

All business run the same.

Your business, no matter what trade or profession you are in, is the same as any other. Knowing this will help you grow your business because you can emulate the best bits from other businesses and implement them into your business.

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## Strategy Six

The mighty Dan Kennedy puts it perfectly when he says ... "The worst reason to advertise is the reason most people advertise." Most ads are all the same as each other ... they say the same things to the same people in the same way.

In short, most ads are dull as dishwater.

Don't advertise because **you want** more customers – because as we just said people don't care what **you** want. Advertising is about proving your worth to the market place. Advertise only because you have something to say and ensure you have a compelling message.

## Strategy Seven

Develop your USP / UVP.

This will ensure you actually mean something to someone by ensuring you put your best foot forward in a punch, memorable way.

Creating a UVP is not as difficult as you may think - you simply take your #1 priority message and condense it down to a few words or a short sentence.

With my Mobile Carpet Store my key message was that I wanted to make it easier to buy carpets since I came to the prospects home - my USP therefore was "Carpet Shopping Made Easy."

Here are a couple more:

Dominoes - We will deliver in 30 mins or less or it's free

FedEx - "When it absolutely, positively has to be there overnight."

So, what single thing do you want to tell the world about your business?

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## **Strategy Eight**

Be success orientated, not failure orientated.

Many of us have all sorts of hang-ups from our childhood days that cause all sorts of limiting beliefs about ourselves and our capabilities, and entrepreneurs are not any different.

The difference between us and the general working population, however, is that if we don't earn money, we don't eat, and whilst the general working population can still be paid whilst they are working normally, entrepreneurs have got so much more to think about and when times get tough (which they will from time to time) then you need to be able to turn those doubts that creep in into a positive emotion.

You can ALWAYS achieve far more than you think you can.

## **Success Strategy Nine**

Profit Is Everything

Do everything you can possibly think of to get more of it in a fair and ethical way.

## **Success Strategy Ten**

Price is not the issue most business owners think it is.

Would you buy laser eye surgery for £20? Or eat at a Chinese restaurant that offers "All You Can Eat" for £1.99?

Me neither.

The key to pricing your goods or services is to work out the price that gives you excellent profit margins and then learning how to justify those charges.

## **Strategy Eleven**

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Develop your systems

All the wealth that has ever been created is based on systems - super simple systems that gets the same guaranteed results time and again.

ALL of your business should be a part of an effective system. Your finances, your marketing, your sales routine, your quotations.

### **Strategy Twelve**

Market Message Media

Always remember this formula; it is the formula for success. Know who your target market is, learn what your message of value is to your target market, and learn how to reach your target market.

### **Strategy Thirteen**

Raise your prices.

Whilst it may sound like business suicide to do this, as discussed before price is not the issue most business owners think it is, and raising your prices by just 1% will add around 10% extra profits to your bottom line due to the way fixed and variables costs are apportioned to each sale.

Since it is very unlikely you will lose any customers due to such a small price rise, isn't that just an awesome way to make more money for your business?

Strategy Fourteen

Good Enough Is

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It is ALWAYS far better to put out a perfectly acceptable piece of work TODAY than put out a perfect piece of work next year.

**ACTION IS EVERYTHING.**

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