

The Top Five Reasons Small Business Owners Fail To Take Action

1. Taking on too much
2. Unrealistic expectations (capability or capacity)
3. Unclear vision of your results
4. No plan
5. Lack of focus

You go to a seminar, get inspired, and then... nothing happens. You have good intentions.. You get inspired and you get tired. Maybe you don't know where to start, so you don't begin. Or you do a little bit here, little bit there. Everything halts when you don't see a way around unexpected obstacles. You take on too much. If you don't see a clear beginning, middle and end to your project, you may abandon it.

Marketing is a lot like dating. Say too much about yourself too soon and your "date" will run the other way. Have you been guilty of the "first date" syndrome? Imagine a couple is on their first date where the man proposes marriage and a family before they have started on salad. His date was bewildered. Are you "selling" at your first meeting with a prospective client instead of getting to know them and finding out if you can help them or even if you like them and want to do business with them? Who you are being, what you are saying and what results do you expect. If you want to build a long-term relationship instead of going for a one-night stand, here are five tips that will get you into the habit of success and relationship building.

Plan for results. A clear vision of what you want to accomplish, clarity about what you will have and how you will feel as a result of your efforts, will fuel your

actions. You are far more likely to engage and complete your project when you visualize your ultimate reward.

Completion is a habit. Identify resources and set a date for completion. Break a larger task into bite size pieces. Commit to working on your project daily for 10–30 minutes instead of relying on inspiration. Consistent action over time will produce results. An action plan organizes your thoughts, mapping your strategy.

Set appointments with yourself. This one simple act exponentially increases productivity, and is likely to keep you focused. Make time for what is important to you.

How much time do you really have to work on this project? How much time will it take? How important is it to complete this project? How will life be different when you have your desired outcome? What is the cost in dollars, time, business gained or lost, emotionally, physically, and spiritually if this project is not completed? The more you visualize the ultimate outcome or results, how you will feel, what it will look like, the more likely you will take action to make this vision come true.

Spending time to prepare an action plan is an investment in your success. A written action plan takes ideas out of your head. It lets you see what you need, what you have now, and allows you to enlist the help of others to realize your dream. It organizes your thinking as well as your actions. With a clear beginning, middle, and end point, your project becomes possible.

Next time you have a project or prospective client, start by planning out the incremental steps to get from here to there. Identify the resources you have and which ones you need. Visualize the results of your completed project or landing the client as vividly as possible to help you brain see this as your new reality.

Your brain will work to make your vision true. Stay focused on where you are going and why it is important, and you will have an easier time getting from here, to there.

Take this approach to your marketing and you will see consistent results and get more clients.

Judy Baker is Completely Creative. She works with coaches and consultants who want to turn what they know into information products but don't know where to start. She helps them turn their ideas into actions with a proven step-by-step system. She helps them get clear, stay focused and moving forward toward their goals. As a result, they gain new sources of revenue and they consistently attract and retain qualified clients, build their source of referrals and have fun as they build their visibility, credibility and profitability. For more information, contact Judy at [success @ creative1 dot com](mailto:success@creative1.com) or call her at 707 938 2586.

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