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Know Thyself and Thy Business

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Know Thyself and Thy Business

I recently interviewed a prospective client. I asked her to briefly describe what she did. She said it was complicated, she did so many things. I asked who her clients were. She said she couldn't define them, that she dealt with everyone. I then asked how her business was growing and she said she was losing money, clients and had no referrals.

You get the picture.

If you can't describe yourself, your ideal client and your business in brief, simple language, how is anyone going to hire you or give you a referral? As an entrepreneur, business owner or independent professional, you need to be able to tell advocates, clients and networking participants what you do, how you do it, who you do it for and why

they should choose you.

If what you do is help people build their business and how you do it is a) one-on-one, b) training and c) workshops, that presents a clear picture to prospective clients. The next section, who you help grow businesses for, is self-explanatory. The only question remaining is the size of the business. Let us choose businesses that generate up to \$2,000,000 in revenue per year and independent professionals who earn \$100,000.00 or more per year.

Positioning yourself by concept or model removes the stress for you and your clients. Create a model that motivates, excites and attracts. Your model could be that you work with people for a specific amount of time, say ninety days, for an established fee (received up front!) and you have a predetermined number of conferences with them.

This method makes it very easy for the right person to say "Yes!".

A model or environment that clients can connect and feel safe with is essential. If it is presented as "work", they won't hire you. The experience for each of you needs to be rich, fulfilling and enjoyable.

Here's an example of positioning by concept. It's one thing to say you're a website designer. A more definitive statement would be to say you design websites for people who are ready for a revised website; know who they want to reach with this website; and have text ready to serve this audience as well as the resources to pay for your expertise.

It's specific and would attract the perfect client to you as well as your method of working.

The last question is, why choose you.

A simple answer is that you have the knowledge, skills and experience critical to their success. Go for it!

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Joanne Victoria works with independent professionals and small business owners who want to streamline their operations in order to achieve more.

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Is it Love?

By Joyce C. Lock

Is it Love? by Joyce C. Lock

W. W. J. D. ?

Jesus said ... Thou shalt love the Lord thy God with all thy heart, and with all thy soul, and with all thy mind. This is the first and great commandment. And the second is like unto it, Thou shalt love thy neighbour as thyself. On these two commandments hang all the law and the prophets.

Mt. 22:37-40

So, there you have it. Hang the law.

Is it Love?

When you're the picture of health, yet you park in the handicapped zone ...

Is it Love?

If you leave shopping carts in any path but yours,

at the risk of other cars getting scratched ...

Is it Love?

When you scream absurdities at traffic that inconveniences you ...

Is it Love?

Know Thyself and Thy Business

What if you use an automobile to intimidate drivers in your path ...

Is it Love?

When you belittle someone who has less than your abilities ...

Is it Love?

Suppose you take the credit and bows for another's accomplishments ...

Is it Love?

When you say things, in anger, that can damage another's testimony ...

Is it Love?

Maybe someone calls you with an immediate need,

just before a church service,

yet you ignore the request to be on time ...

Is it Love?

When you look down on someone who isn't dressed just right ...

Is it Love?

If you complain when someone takes your seat ...

Is it Love?

When you rush past someone waiting to talk to you,

so as not to miss the person going out the door ...

Is it Love?

Suppose you see the Spirit compelling,

but give the position to one with more credentials.

Is it Love?

When you're faced with a dilemma of choosing God's will over opposition ...

Know Thyself and Thy Business

Is it Love?

When God reveals something to you contrary to man's teachings,
yet you keep silent ...

Is it Love?

If you want to know what Jesus Would Do,
just ask yourself ...

~ Is it love? ~

"For my yoke is easy, and my burden is light," Matthew 11:30.

Ye keep my commandments by abiding in my love ... (par.) John 15:10.

"Keep thy heart with all diligence; for out of it are the issues of life," Proverbs 4:23.

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Joyce C. Lock is a published author, poet, and columnist. In addition, she founded and maintains the e-mail ministries "Heavenly Inspirations" <http://groups.yahoo.com/group/HeavenlyInspirations/> and "Share a Smile" <http://groups.yahoo.com/group/smilesharing/>. Joyce's writings encourage us in our relationship with God and each other.



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