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New Year's Revolution

By C.J. Hayden

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No, that's not a typo in the title. Resolutions are easy; most of us make them at least once a year. A revolution, on the other hand, is something you may not have made since you started your business.

Starting a business is actually quite revolutionary. When you began yours, there were probably many details of your life that changed. Some of those changes were intentional, others accidental; some you liked, some you didn't. Other changes you always meant to make just never happened.

Is your business everything you meant it to be? Is it giving you all that you wanted? Are you satisfied, even delighted with the way your life as a business owner is turning out? If not, perhaps it's time to make a revolution. Here are some revolutionary ideas you might consider:

1. Serve only those clients you care about and enjoy being with. When you work with people you don't enjoy, everything becomes a struggle. Your clients are a key part of your business. You wouldn't hire someone you didn't enjoy working with, so why let them hire you?

Begin today to let go of clients you find difficult to work with, and start seeking out those you really had in mind when you started this business. Have the courage to refuse new clients that don't fit your picture of who you most want your business to serve.

2. Make a plan to reach your income goals. Unless you are independently wealthy, your business not only needs to support you, it needs to provide for your future. Setting goals for your desired income level is a good first step, but to reach those goals, you need a plan.

Create a financial model for your business. How many clients, appointments, billable hours, or contracts will it take to generate the income you want? How much of your time will be required to do that amount of work and do the marketing required to get it? How much money will it cost you in overhead, marketing costs, and admin help? Does the model work?

3. Take enough time for yourself and those you love. The number one reason entrepreneurs name for going into business is time — more to spend with their families, more flexibility in work hours, or simply more control over how their time is spent. But how many of us actually get this?

Most entrepreneurs spend either too much time struggling to get clients and earning too little money, or become victims of their own success, working too many hours to fulfill clients' demands. You can overcome these problems by combining the financial modelling described above with the approach to marketing outlined below. And don't forget, if you earn enough, you can hire all the help you need.

4. Do more of the work you like doing and less of what you don't. If you're not enjoying the work you do, there's no one to blame but yourself. After all, you're the OWNER of this enterprise. If you can do different work in the same business, start now to make the shift. Loyal customers will follow you if you're still offering services they need.

If more rewarding work would require a new business, join the ranks of the serial entrepreneurs. You started and ran one business, why not another? Life is much too short to do work you don't enjoy, and it doesn't make much sense if you're working for yourself!

5. Build a marketing system that really works. The definition of a system is a selection of related components arranged in a specific order to achieve a common end. Does this describe your marketing? Or is it more like a hodgepodge of random elements jumbled together without a clear goal?

If you want better clients, more money, more time for yourself, and more enjoyable work, an effective marketing system may be the universal solution. Don't know how to build one? Make this the year you learn. Already know how but haven't built it? Get support from a colleague, mentor, coach, or group to make it happen. Have a system but aren't using it? Pull your plan out of the drawer and re-commit to doing what it takes to have the business you always dreamed of.

C.J. Hayden is the author of *Get Clients NOW!* Since 1992, C.J. has been teaching business owners and salespeople to make more money with less effort. She is a Master Certified Coach and leads workshops internationally. Read more of her articles at

Keeping Your New Year's Resolutions

By Melanie Mendelson

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New Year is the time when we usually look back on the events of the past year, see what we learned from it and what we achieved. Then we make resolutions for the upcoming year, all the things that we want to change and accomplish in our life.

Unfortunately, New Year's resolutions are often synonymous with empty promises. Nobody takes them seriously anymore, since we all know that most people break their resolutions within the first week of January.

Here are the top 5 tips on how to actually KEEP your New Year's resolutions:

- * Make sure your goals are truly desirable for YOU. Sometimes people want to do things because "it's the right thing to do", or to make someone else happy. You will succeed only if you do it for yourself. In order for you to stay motivated, your goal must excite you on a deep inner level.
- * Make realistic resolutions. If on the back of your mind you don't really believe that your goal is achievable, your mind will resent putting in the effort towards achieving it.
- * Prioritize your goals. If you try to do too many things at once, you'll lose focus. Once the focus is gone, the motivation goes with in. Decide on which goals are more important to you, and focus on making them happen.
- * Instead of making the END GOAL your resolution, it's better to commit to the MEANS of getting to this goal. For example, instead of making "lose 50 lbs" your resolution, make your resolution to start exercising and eat healthier. Those are the things that are in your immediate control, and they will, in turn, help you reach the end goal.
- * Make gradual changes. You will not wake up on January 1st as a new person. Expect that the new habits will take a while to learn, and don't let this fact discourage you. You will have your ups and downs, but if you persist and stay focused, you will definitely reach your goals.

Imagine how proud you will be if you keep your New Year's resolutions! Let's make them all happen!

Melanie Mendelson has created a foolproof 30 day plan for losing weight fast. Learn more about the Foolproof Diet at <http://www.Foolproof-Diet.com>

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