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Secrets of Building and Maintaining Marketing Momentum

By Charlie Cook

Secrets of Building and Maintaining Marketing Momentum

by: **Charlie Cook** SECRETS OF BUILDING AND MAINTAINING MARKETING MOMENTUM By Charlie Cook Some people seem to steadily increase their income while others just make enough to pay the bills. What's the difference between the people who make millions and the people who struggle all their lives to get ahead? If you want to attract more clients in order to build a more profitable business you need three things. You need clear goals, knowledge of how to market your business and a plan of action. Your marketing is like the proverbial three-legged stool. To function effectively, all three legs need to be solidly in place. Without clear goals you won't move forward. Without marketing knowledge you'll waste your time instead of pulling in many more clients. Without a plan of action, your marketing won't get done. Setting Your Marketing Goals Staying on track can be a struggle, whether you are trying to stick to a diet or get your marketing in shape. How can you get started and maintain your marketing momentum? What you need to do is make a commitment to specific marketing goals. Winners set both large and small goals, and they put specific goals in writing. This last task may sound superfluous but it can make a big difference to your success. One of my goals had been to write a book, a task that seemed overwhelming. Of course, no one writes a book all at once, they are written a page at a time. With a short-term goal of writing three to five pages a week, I made steady progress, wrote three books and have outlines for two more. Take a piece of paper or fire up your word processor and make a list of goals for yourself and your business. Include both long and short-term objectives. When you write your objectives where applicable include who, what and when. The easiest way to get started is by beginning with your long-term objectives and then getting more specific. Ask yourself the following questions. – What are your five-year goals for your business? – What are your marketing goals? (They could be skills, knowledge, new prospects or new customers.) Be as specific as possible when answering these questions and defining your goals. For example, you might say, "I want to have published eight training manuals, be earning two thousand dollars a day and working less than 40 hours a week in two years." In addition to setting broad and long-term goals, you need to set small and short-term goals. Define your annual, monthly, weekly and daily goals. Once you've got them down on paper, take a copy and thumb tack it over your desk. – What's a one-month marketing goal you can accomplish? – What's a one-week marketing goal you can accomplish? Some days you'll feel like you're on a treadmill going nowhere and your long-term goals continue to be out of reach. When this happens, try two things. First look at the list of what you've accomplished in the last week,

month and year. Second, with your larger goal in mind, circle the next finite and easily completed objective on your list and get going. Every time you complete one of your objectives, no matter how small, you're that much closer to reaching your long-term business goals. If you're writing a book, each page you write puts you that much closer to your goal. – Could you improve your marketing by clarifying your long and short-term marketing goals? When you have clear goals and track your marketing accomplishments, it is easy to stay motivated. As you make progress, revise your goals and you'll continually improve your marketing and be more successful. – 2004 © In Mind Communications, LLC. All rights reserved.

The author, Charlie Cook, helps service professionals and small business owners attract more clients

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Creating Momentum For Your Home Business

By Ken Leonard Jr

Have you ever experienced momentum in your home business activities? If so, then you have really been working to make things happen for yourself. Great job. If not, you probably don't even know that momentum exists. Everything will seem easier for you when you can get the ball rolling. That means working hard consistently and staying focused as best you can.

If this sounds like work, you're right. I hope you know by now that a *free home business* does not exist. The phrase sounds so ridiculous, but thousands of people still search for that term on the internet daily. There are many people out there that actually believe that you can make a living online without doing anything.

The fact that making a living from home does require effort is actually a good thing. It keeps the wannabees out of the way of the people that are actually making things happen. You'll see that when you put more work into your home business, you will develop a sense of momentum. Before long, the work seems easier and you are more able to focus. The money comes in more steadily then, too. The bottom line is -- You will be getting more done on a regular basis.

Momentum is an important asset to have when working toward any goal. If you won't do what it takes to get your home business up and running, momentum will always be out of reach. That will make achieving your most desired goals that much harder.

Doing what it takes does not mean checking your email ten times a day. It does not mean spending most of your spare time in front of the TV, either. Momentum can only be achieved by continuous effort and total focus on your main goal. If you are committed to having a successful home business, this should be no problem for you.

The best way to maintain steady effort is to never forget the big picture. Remember your ultimate goal

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every day and let that motivate you. You will soon achieve the momentum you are searching for. That momentum will in turn help you reach your ultimate goal.

Once you enjoy momentum with your home business you will kick yourself for not getting with it sooner. Having momentum behind you helps to get through the *downs* of business and helps you ride the wave during the *ups*. Working hard now to get your momentum going later will make your life a lot easier sooner. And that*s the whole idea, right? You bet.

Home Business Success Coaching... Ken Leonard Jr. publishes New Marketer Ezine. You*ll get useful advice EVERY week to help you make a living online from home. If you are really serious, see what others are saying about New Marketer today...

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