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100% Effective Natural Hormone Treatment
Menopause, Andropause And Other Hormone Imbalances
Impair Healthy Healing In People Over The Age Of 30!

The Power of Possibilities

By Lori Osterberg

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Did you know the one thing that holds most people back is the simple fact that they think too small? What separates the average business owner from the super successful isn't her timing or her resources. It's her ability to think bigger than others, and take action on the things that will create the biggest successes.

Take for instance the typical small business owner in your area. Go into any local shop and ask them how many customers they have from out of state. Chances are it's a very small percentage of their business. Yet with the power of the Internet, any local business - selling products or services - can change her business model from being a small local provider, to a small business with huge profits and paying clients around the world.

And it's easier than you think. I know; I've done it myself.

I was one of those pioneers. I purchased my first computer in the 1980's. Remember Prodigy? I dialed in almost every day. So when the Internet began coming on strong in the early 1990's, I jumped in with both feet, and brought our business online.

What I found was an incredible opportunity.

I started out as a small business owner, operating a photography studio, and servicing people within my local area. It was a traditional studio, offering the standard portrait and wedding services. With two people, we opened a commercial location, and began contacting people within a 10-mile radius. But I knew there had to be a better way. And I found it on the Internet.

Thanks to a powerful online marketing strategy, we found success quickly. Within 3 years, we shut down our traditional studio, and began operating a virtual studio online. Our clients changed from people in our local area looking for traditional portraiture, to people all over the world falling in love with our virtual wedding studio, and flying us in to their location.

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No longer were we stuck selling to the people that resided in our local community. We established an extreme niche market, and went to where our clients were. We raised our prices substantially, and began living the life others only dream about. By changing the way we thought about business, we changed the way we looked for clients. And our profits followed.

You too have that power. By changing the way you think, you can change the way your business operates. The possibilities are out there. But thinking differently can sometimes be difficult. It involves stretching out of your comfort zone. It involves creating changes in your business planning. And sometimes these changes can be difficult.

Start by asking yourself some basic questions.

"How can I take what I do now, and sell it to people 1000 miles from me?"

"How do I change my marketing materials to sell to people I may never meet?"

"How well do I work with technology? What do I need to learn?"

These questions will allow you to think beyond your local area, and start discovering ways of doing what you do anywhere in the world. People all over the country are looking for the services and products you sell. You just need the tools to get your information in front of them.

When you expand your target market beyond your local area, and go worldwide, you also add another dilemma to your planning process:

"How do I market to the thousands of people added to my new target list?"

When you decide to take your business to a much larger market, it's imperative that you focus on who your exact customer is. As a small business, you can't afford to market to the world. Defining who your perfect customer is becomes crucial. And knowing how to reach them becomes vital.

Your customer can no longer be defined by simple phrases, such as:

- Single female between 25–50 years old.
- Married female with children under 18.

Instead you have to get into the mind of your client, and define them as precisely as possible. Start with the simple phrases. Then add in the detail. The more you know what interests your customer, the easier it is to reach them. Consider a customer definition such as:

- Single female between 25–40 years old. Enjoys traveling, and prefers to take short, exotic vacations 2–4 times per year to places such as the Caribbean, Europe, Australia and the Fiji Islands. Holds an executive position in the corporate environment, or owns the company. Spends 2–3 weeks per month traveling for business, and holds tens of thousands of frequent flier miles.

Using the above customer description, I can begin finding many ways of targeting this customer. I can consider building up referral partners with travel websites that cater to young singles flying into exotic

locations for short trips. I can find networking groups that cater to small business owners, or buy lead lists or place ads in magazines such as Inc. or Entrepreneur magazine. I can consider creating a relationship with airline magazine editors, and advertise or get an article placed as frequently as possible.

Obviously, I could continue with many more ideas. But you get the point. The more details I can use to define my perfect customer, the easier it is to determine methods to reach them.

By changing the way you market yourself, you can expand your business in ways that will take your business to new heights.

Open up your mind to the possibilities. You might be surprised at what awaits you.

Lifestyle changes - a conscious choice!

By Ingela Berger

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Now is a good time for making plans, for lifestyle changes, starting over, finding new directions and developing as a human being. Now is a very good time for creating your own personal lifestyle and a life that you have chosen to live.

Let there always be cross-roads!

Let me tell you what I think about cross-roads. There will always be new cross-roads. And I really hope they will be many. How boring life would be if there weren't any new directions to choose. We would just be walking straight ahead and never find out what else there is to know. We would never discover the narrow paths that lead into something new and unexplored. If we always choose the straight long road we will not develop as human beings. We will not realize all the qualities and possibilities that we all possess.

Some cross-roads can be tough on us. We can be forced to change directions. Something happens unexpectedly and we move into a crisis. This will happen to us all sooner or later. The changes that we choose consciously are "better" than the ones that hurt, of course. But we develop and grow as a result of both.

I have experienced both kinds of cross-roads. I have lost near and dear ones, and I had no choice but to see it happen. I have also made choices of my own – choices that have changed my life in many ways.

The Power of Possibilities

By making conscious choices we are able to make positive lifestyle changes. Instead of letting things happen we can take control. We have the power to make changes.

I would like to encourage you in your decision to build something new, something better! I want to inspire you to see the possibilities, and I am convinced that you have the power to make positive changes in your life. It's a choice. You can build a better life! You have the possibilities and the power to make positive lifestyle changes. No one else can make the right choices for your life. But you can.

It's time to start feeling better! You deserve it! Reduce stress, start exercising, change career, or learn something new and different for your own personal development. Start today by taking that first step to a more fulfilling lifestyle!

Remember: The only ones that never fail are the ones that never try.

Ingela Berger

Ingela Berger started her own Internet business

in 2003 to inspire and encourage

others to make reality of their dreams of a personal, healthy and fulfilling lifestyle. Ingela has studied theatre directing, history of art, and leadership psychology. After some years working with art exhibitions and the theatre she is now back at school to become a health and lifestyle consultant.

Lifestyle changes - a conscious choice!

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Power Breathing

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