

The Single Most Important Success Tool for Your Business or Practice

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**The Single Most Important Success Tool for Your Business or Practice**

**By Susan Dunn**

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You've got your business plan for 2003, you've done your affirmations, you're pumped up, you're ready to go ... NOT!

You've forgotten the single most important success tool for your business – a marketing consultant.

**WHY ENTREPRENEURS FAIL**

As a coach, I talk to entrepreneurs all the time. They're sharp, they have great products and services, and they all make the same mistake – a mistake with two faces.

It's the marketing. They either (1) don't understand they aren't a lawyer/coach herapist/small business owner, they're an entrepreneur; or (2) they think they're a marketing person as well as a lawyer/coach herapist/small business owner and are trying to do something they don't have the experience, expertise or time for.

**THE PRICE FOR THIS FALLACY IS HIGH**

I would estimate that at least 75% of coaches fail because they don't know how to market their practices. I don't know national figures, but lawyers and other professionals are dropping like flies in my town, as are maid services, restaurants, errand services, small book stores, and the like.

As an entrepreneur, you're up against big marketing campaigns from big, long-established companies who offer similar services.

**PIE IN THE SKY**

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It's a common misconception that you get your degree or training, you hang up your shingle, and the clients come, but "build it and they will come" is a sad, pie-in-the-sky fantasy.

As a minister said, who hired me to market his church, "They didn't cover this stuff in Divinity School."

Why don't they come? Because there are thousands of other people out there doing what you do, and offering what you offer, and nobody knows about you!

Nobody knows how and why you're different. You aren't branded.

Marketing is hard work that requires a professional. You know this about your own field – it takes an

innate talent,

an instinct to do something well. Good marketing consultants have right-on instincts from years of trial and error, observation and analysis. You haven't!

"THE LAWYER WHO HAS HIMSELF FOR A CLIENT ...

... has a fool for a client."

Marketing appears to be subjective, but subjective marketing is deadly. It takes a practiced, external, objective eye.

You're not objective about your spouse or your kids, and you're not objective about your other baby – your business or practice.

### JUST WHAT IS MARKETING?

Marketing is a broad concept that encompasses advertising, public relations, and a lot of other things. Well, let's take a look at someone who markets small and home-based entrepreneurs, Sharron Senter. She's known for her free weekly marketing tips and has published several marketing reports, including "20 Excuses to Send a News Brief."

Sharron ([www.sharronsenter.com](http://www.sharronsenter.com)) has an impressive corporate background in marketing, and will do the following things for you:

- Generating qualified sales leads
- Increase client revenues
- Web site creation
- Copywriting
- Graphic design
- Sales promotions
- Online marketing

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- Direct mail
- Public relations
- Marketing seminars
- Traditional advertising

You can see if you plan to do all these things yourself, you're going to be working another full-time job.

On the other hand, if you decide to direct all this yourself, you're going to be dealing with a cast of thousands.

### GET ONE GOOD MARKETING COACH

This is a far better approach than working with a large agency. The head of the agency, who has promoted himself to his level of incompetence, will meet with you, the client, and promise to supervise your account himself.

Then, unless you're Microsoft, he'll go back to his office and assign your account to the newbie. When you call for help or a progress report, you'll be handed from one person to another.

### THE BATTLE OF THE EXPERTS

If you go it alone, dealing with many people, the complaint I hear most from clients is: "She told me to do this, but he told me it won't work, I should do this."

You need one, knowledgeable, marketing person with whom to deal. I can't stress this enough.

### PAY THEM AND THEN LISTEN TO THEM

Everyone thinks they know marketing. Few people do. Most of us harbor a secret desire to do a Super Bowl ad or design our own website. It's "fun" compared to, say, filing briefs or accounting. However, this is not the time for a "vanity website." This is serious business – YOUR business.

It's a far wiser strategy to hire ONE person to oversee all this, trust him or her, and then do what they say.

A marketing consultant has experience in keeping you out of trouble. Their job is to tell you what you need to hear not what you want to hear. Their job is to help you make money!

### THE BRANDING

To succeed, you've got to brand yourself. Everything you put out there has to deliver one coherent impression. This is why you need the coordination.

Your website, for instance, must be constructed from the ground up with search engine placement in

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mind. You need an expert copywriter, too. The copywriter in an ad agency is usually the primo person there. Copy counts. Copy sells. It's not the place for an amateur – you.

### SMALL ... LARGE

Find someone who works alone, as a coach or consultant, or with a small group, or ad hoc agency.

Good marketing coaches collect one excellent person in each area – web design, copy writing – contract or otherwise. They know who's good at what they do – you don't.

### ARE YOU READY TO GET SERIOUS ABOUT MAKING MONEY?

If you are, find a marketing consultant with a proven track record who is willing to give you exceptional service. Interview them and sample their ezine and reports. Then trust them and let them do your marketing, so you can do what you best. They have all sorts of ideas for you, as well as resources for implementation, that can get your business or practice soaring.

## **Discover the Key to Self-confidence**

**By Colin Dunbar**

"One important key to success is self-confidence. An important key to self-confidence is preparation" – Arthur Ashe

Self-confidence is necessary for success

As Arthur Ashe says preparation is an important key to self-confidence. And preparation can be achieved by using the goal setting tool of questions. Asking questions, that is, doing research, can enable you to become proficient in whatever subject or area you want you to.

Self-confidence is necessary not only to achieve success with our goals, but also to live a happier and contented life. When we have self-confidence, we can overcome many of life's obstacles easier. How then do we find the key to self-confidence?

Identify the obstacle

Before you can work on gaining more self-confidence, you need to clearly identify the area that is an obstacle for you not having self-confidence. When you have identified the obstacle, you can use a variety of goal setting tools to solve it. And yes, you should undertake your development of self-confidence as a goal. This way you can make positive progress, and have eventual success.

Can I share the following true story with you...

Having had over eight years experience in technical writing, but lacking the industry software skills, I turned down positions as result of a lack of self-confidence. It did not take any rocket science for me to

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realize that I needed to become skilled in the software that was being used in the industry.

The industry standards at the time were Microsoft Word and CorelDRAW. If you are familiar with these software packages, you know there are a myriad of features, and in technical writing, many of these are used.

There was only one way I could master this software...

Use a step-by-step approach

Adopting a step-by-step approach is a practical tool for reaching your goal, and a key to gaining self-confidence.

Before starting, you should determine as accurately as possible as to what the steps are. This forms part of your preparation, or research, in many cases. Become familiar with the subject matter.

For me, the starting point was finding out what the most used features were in producing technical documentation. Armed with this knowledge, I could begin my step-by-step approach.

Using this approach I began with one or two features only, and I would practice these until I could do it almost blindfolded. And from there I would move onto the next feature or two.

This is similar if you want more self-confidence for public speaking, starting your own business, or whatever other area in your life.

Self-confidence will come

Using the one goal setting tool of a step-by-step approach, you will become more knowledgeable, and as a result your level of self-confidence will rise.

In using this tool, my self-confidence rose to the level where I eventually lectured freelance at a leading computer training school.

For the effective attainment of your goals, no single goal setting tool should be used in isolation.

Make it your goal to...

Identify the obstacle or obstacles that are preventing you from having self-confidence. Do your research, and begin as soon as possible to use the goal setting tool of a step-by-step approach. Follow Arthur's advice of the key to self-confidence.

Colin Dunbar's eaziGOAL offers you 12 practical and proven goal setting tools to enable you to get what you want. Manual, workbook with goal setting worksheets PLUS companion software. FREE newsletter. New articles every week.

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Discover the Key to Self-confidence

The Importance Of Business Plan

A SIMPLE RECIPE FOR "WRITING SUCCESS

Still trying to succeed online without a listserver? It ain't gonna happen!

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