

40 Rules for Business Success

As we get bogged down in our day-to-day business lives, we lose sight of the basics which make successful businesses flourish. Take a few minutes to review these 40 common sense guidelines and then work diligently to integrate these rules into your approach in running your business.

1. I will only focus on the things that I do uniquely well that drive profit to my company, and delegate everything else.
2. I will always say please and thank you.
3. I will always show up to all meetings on time.
4. I will always finish what I start.
5. I will always do what I say I am going to do.
6. I will make sure our customers will be provided with a unique experience that they will not find with our competitors.
7. I will make our appearance and performance exude professionalism.
8. I will not be afraid to start from scratch.
9. I will not always be perfect, but I/we will always be our best.
10. I will, at times, forget common sense and use my imagination.
11. I will not forget that the internet is merely an aid; people still want to talk to people.
12. I will strive to be more personal.
13. I will simplify things.
14. I will be successful if I can create value for my customers.
15. I will be kind, humble and honest.
16. I will share with my employees anything that needs to be shared with complete honesty or not at all.
17. I will be reasonable at all times.
18. I will not compromise out standards.

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19. I will handle all situations calmly.
20. I will strive to make our future greater than our past,
21. I will not waste energy by getting angry
22. I will forget about commodity and focus on relationships
23. I will forget about our losses and focus on our opportunities.
24. I will not dwell in the future, I will focus on today.
25. I will forget who I was and focus on who I can be.
26. I will forget about what is missing in my business and focus on what is available.
27. I will maintain dignity and grace under pressure.
28. I will always be proactive and not reactive.
29. I will not be afraid to break out of my comfort zone.
30. I will never forget that word-of-mouth is the best advertising.
31. I will only plan around what I can predict.
32. I will be on my customer's agenda instead of always being on mine.
33. I will strive to make my customers feel that they are part of a unique community.
34. I will always remember that I have competition.
35. I will try to simplify the lives of my employees and my customers.
36. I will have plans and deadlines for all of my goals.
37. I will forget about the event and focus on the response.
38. I will not be mean, petty or rude.
39. I will look at what everyone else is doing and see something different.
40. I will never wait, I will act.

We cannot change the world. We cannot change the economy. We can only change ourselves.

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