

***We can't change the economy, but we can change how we react to it. Business owners are still struggling with the economy, and there are ways to prevail over it and position your business to take maximum advantage of whatever may be on the economic horizon.***

1. Understand that people are bailing out of the corporate world, either voluntarily or involuntarily. Strategically begin to focus your business . . . if possible . . . on their needs.
2. Sell yourself consistently and constantly, just do it softly.
3. Make sure that your business is different than your competitors' and ensure that difference drives people to want to do business with you. Things are difficult enough, don't make them more difficult.
4. Deal with profitable customers / clients that are nice, enjoyable to work with, and will appreciate your services.
5. Look at your business through the eyes of your competitor and constantly improve. Become more personal than ever.
6. Talk to your customers again. Use the internet, text messaging, and voice mail judiciously. In today's world, when people have a need to contact you for product or service, they want to talk to people not to technology.
7. We are in the midst of some great changes in business. Embrace change and make it work to your benefit. Systematize and streamline your business. It is easier in tough times to improve the bottom line. Spend less and continue to work diligently to generate more revenue.
8. Understand that your future is, and will continue to be, greater than your past. Don't dwell on the future and focus on today.
9. Forget about whatever the commodity it is your business offers and focus on relationships and the value that you bring to those relationships.
10. Be consistent and predictable.

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11. Treat everyone with grace and respect.
12. Be proactive and quit being reactive. Now is the time to break out of your comfort zone. Quit waiting to do something, and take action now! Don't wait until the moment is perfect. Good today is better than perfect tomorrow.
13. Your customers / clients deserve respect. Always respect them and their time.
14. Continue to dream. Things are tough right now. Don't abandon your goals.
15. People will only do business with you if they perceive that you can fix their problem and fix it better than anybody else.
16. If you wait for things to get better before you move forward, you are doomed.
17. People don't choose companies . . . they choose people. Make sure they are choosing you.
18. Sell price last and value first.

Your business is special, make sure people understand why. Remember your next best customer, your next best client; your next best sale could be today. Make sure you are prepared!

*Helping business owners protect, preserve and pursue more value from their business, more tax efficiently! ®*

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