

## 7 Keys to Marketing Success

knowing why you are in business, as well as having specific short, medium and long-term goals that are directly aligned with your Business Mission is crucial if you want to be able to track your success along the way.

It's very much like trying to reach a new destination in your car. It doesn't really matter how good your GPS is, or how in tune your sense of direction might be...

Unless you know where you are to begin with, you don't stand much of a chance of getting anywhere close to your goals.

And unless you know where you are going – including the different "sign posts" (goals) you need to look out for along the way - it is very difficult, if not impossible, to measure your progress as you go along your way.

When it comes to growing your business, you must know WHY you are in business to begin with.

Are you sick of working for someone else? Or is money your primary driving motivation?

Maybe you want the lifestyle that being a successful entrepreneur can offer?

Or maybe, just maybe, those are just the side benefits to being an entrepreneur.

Maybe your real motivation is to help people in some unique and specific way to overcome a challenge they are struggling with in their lives.

We're willing to bet that the latter is quite a lot closer to your real motivation Ian...

But the money, fame and lifestyle certainly don't hurt, do they?

Time for an exercise!

### EXERCISE\_PART\_ONE

Get in touch with your purpose by spending a few minutes in silence.

Visualize what life will be like when you have reached your goals and have served tens or even hundreds of thousands of people the world over.

See their appreciation for helping them solve a problem in their lives...

Hear the emotion as they express that appreciation to you...

## EXERCISE PART TWO

Get out a blank sheet of paper and a pen or pencil and spend a few minutes answering the following questions.

1. What thoughts, feelings and emotions come to mind?
2. How do your customers benefit from having a relationship with you?
3. How do YOU benefit from your business?
4. What will happen when you are successful?
5. What will happen if you fail?

Really try to get in touch with what is most important for you as you begin or continue to build your business.

Use all of this information to help you stay motivated and moving forward in your efforts.