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100 BUSINESS SUCCESS TIPS

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Developing good relationships with your customers is key to having a successful business.

Loyal customers are the cornerstone of small business. They will recommend your business to others and continue to patronize your business over and over again for life.

1



To create a successful business, you must always be willing to change.

2



Be a good listener.

Listen to feedback from customers and suggestions made by employee when they have advice for improvements to your product or services.

3



Set realistic goals for yourself.


4



Find solutions to problems instead of making excuses for them.

It is easy to make excuses for problems, but that does not actually solve anything. Instead of complaining about an issue, look for a solution and take steps to solve the problem. Do not waste mental energy on an activity that will not produce results. A problem is not going to go away on its own.

5



Regularly evaluate your progress toward business objectives and modify them if necessary.

Set objectives that motivate you and monitor your progress toward them regularly.


6



Let go of dead weight that is bringing your company down.

This could be anything in the form of nonperforming staff, products, equipment or procedures. Set yourself free and remove it from your company.

7



Keep up to date with technology and check that equipment is functioning correctly.


You don't want your 10-year-old computer server to crash and your business along with it.

8



Reward top performers.

9



Network with business professionals.

Working with other business professionals will lead to greater success and cross marketing. Help others and they will help you in return.

10

Use free marketing online and encourage word of mouth recommendations.

Traditional marketing campaigns can cost millions. Look at what works in your industry and try to replicate it online through your facebook fan page or twitter following using word of mouth recommendations.

11

Have a budget in place and know where your money is going.

Managing your expenses can be one of the biggest struggles for any small business owner. You need to know your numbers and understand your budget.

12

Create a business plan that has room for adjustments when things don't go according to plan.

It is impossible to plan for every unforeseen event, business plans need to be flexible.

13


Be creative, think outside the box.

14

Hire a charismatic sales person to interact with your customers.

Sales jobs require the right personality type to be most effective. Friendly individuals who can get along easily with others. If you lack this skill, it can make it difficult to generate sales and develop relationships in your industry. Hire a good representative to do the work for you.

15



Sales jobs should be paid based on performance to keep the individual motivated.

Making commission can be a strong motivator, especially for sales positions.

16



Hire qualified managers.

A manager is the person you are selecting to run your business. Sometimes you might be tempted to promote someone to this position before they are ready or hire friends or family who are not qualified. A manager needs to have skills to oversee employees, make hard decisions and resolve problems with clients or customers.

17



Be generous to your staff.

They will feel appreciated and work harder for it.

18



Monitor your employees to make sure they are not slacking off.

19



Focus on employee training.

A well-trained staff member is less likely to make costly mistakes.

20



Don't try to do everything yourself.

Get help when you need it.

21



Make smart hiring decisions.

Your employees are the representatives of your company. They should conduct themselves in a professional manner.


22



Branch out with related services.

Once you have achieved business success, you should always be growing like a tree.

23



Look at what your direct competitors are doing and do it better.

24



Numbers don't lie.

If you have a negative profit statement, you will need to cut expenses or generate more income to stay in business.

25



Foster a positive relationship with the competition in your area.

Work together with competitors in your industry. Working together for the betterment of both companies can produce greater success for both of you.

26



Remember the 80/20 rule.

Typically 80% of your profit will be generated by 20% of your products.


27



Seek qualified advice.


Seek guidance on matters that require specialized knowledge, such as tax advice, lawsuits, workers compensation, etc.

28



Always be open to learning new skills, developing new products, and changing with the times.

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When your business is struggling, you can cut costs, but eventually you will need to increase profits.

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There is a difference between a business and get rich quick schemes.

Real businesses take time to grow and need to be financially sound to last long term. Short-term successes are just that "short-term."


31



Offer unique services.

Do things differently to set yourself apart from your competitors.

32



Use social media services to interact with customers and provide valuable content related to your business.

33



Don't mess with the IRS.

34



Complete the necessary paperwork and have contracts signed before doing business with clients.

Terms and conditions of business should be agreed upon up front so there are no problems later on.

35



Always read through contracts before signing them.

You can also have exceptionally lengthy or complicated documents reviewed by a lawyer or professional.

36



Make sure your business leaves a positive first impression on your potential customers.

First impressions count, the way the receptionist greets people on the phone, the cleanliness of your office, and your personal appearance can all influence how you are perceived by others.

37



Create a business brand.

Your business needs to be memorable - this includes the name, logo, colors and tag line.

38



Time = Money. Don't waste it.

39



Referrals are a powerful selling tool.

Give your customers a reason to talk about business with their friends.

40



People are attracted to a positive attitude.

Focus on what is going well in any given situation.

41



Analyze the competition's strengths and weaknesses.

Determine a way to do things better.

42



Don't cut corners.

Reduce operating costs by making smart financial decisions without sacrificing quality.

43



Listen to business related podcasts.

44



Develop your own unique selling proposition.

What sets you apart from everyone else in your industry?


45



Make connections online with other key players in your industry.

It is easy to reach out and connect online via social media.

46



Look for secondary ways to make money above and beyond your main product or service.

Consider options such as warranties, service plans, and fees added into shipping costs or selling waste materials to other businesses.

47



Be an independent thinker.

Be a lone wolf, don't follow the pack.

48



Read business books to help expand your knowledge.

49



Make to-do lists.

Many Millionaires report that they create daily to-do lists when asked what contributes to their success.

50



Don't suffer from
narrow-mindedness.

Always be open to new ways of doing things.

51



Use professional language with
correct spelling and grammar
when corresponding with clients.

Your business should be conducted professionally.

52



Choose your location wisely.

Low monthly payments should not be the only determining factor when choosing a commercial space. Good foot traffic, accessibility and an easy to find location can be worth a higher cost.

53



Always conduct business with
honesty and integrity.

54



Maintain good appearances.

Keep your place of business clean and well organized.

55



Have proper signage.

Make it easy for customers to find you.

56



Think of failure as a valuable learning experience.

57



Be willing to adapt your business plan.

In order for your company to thrive, you may need to change direction. The most successful course may not be the one that you set out upon when you began your venture.

58



Hire employees with a strong work ethic.

59



Always be on time for business meetings.

60



Know when to be firm and when to be flexible.

61



Organization and planning skills are keys to success.

62



Keep up with current industry trends.


This depends on how quickly your industry changes, but you should always offer the most up to date products and services.

63



Have passion for what you do.

64



Time is your most precious resources.

65



Test Test Test

Test out new ideas on a small scale before sinking a ton of money into them.

66



Set yourself apart with creative packaging, product design or branding.


67



Innovate on old ideas.

Take a familiar product and tweak it.

68



Identify your core brand values and operate by them.

69



Be active in online social media.

70



Utilize free shipping as a type of marketing method to increase sales.

People are more likely to try something new and order online if it's not going to cost them any more than buying the item at a traditional retailer. Buyers may often purchase more in order to qualify for certain shipping thresholds.

71



Eliminate outdated policies and procedures.

72



Don't let files pile up.

Keep files in there proper place so you can easily located paperwork and don't have to spend extra time sorting through messy piles of paper to find something.

73



Don't procrastinate.

74



Refine your ideas.

Turn ideas into tangible products, systems, or services.

75



Always be doing something.

Keep active and busy while at work.

76



Learn how to say no.

If you spread yourself too thin you will do a poor job by participating in too many activities. You can't always agree to everything, there isn't enough time in the day.

77



Always be on the lookout for good ideas.

You can find inspiration in the strangest places.

78



Develop skills outside of your comfort zone.

79



Don't pay for things that you can get for free.


80



Focus on a niche when entering a competitive industry.

Concentrate and refine a system in one specific area where you can specialize and be the best at something.

81



Clearly define your business objectives.

Goals need to be defined and a plan outlined so you can achieve the results you are seeking.

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Develop a set of rules and procedures for employees to follow when executing their job duties.


This will create a checks and balances system to ensure things are being done properly. It will help to ensure product consistency and customer satisfaction.

83




Identify your target demographic.

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Offer limited edition items, beta releases, or items available by invitation only in order to create a feeling of exclusivity and rarity.

85




Ask customers to leave positive product feedback, reviews and testimonials when they purchase your product.

86



Identify a problem your client faces and offer the solution to their problem with your product or service.

87



Select a name for your business that is memorable, catchy, easy to pronounce and to spell.

Other things to consider is that your name is unique and not too similar to that of an existing competitors. If the name can also convey what type of business you're running, it's probably a winner.

88



Build hype around a new product launch.

89



Sales campaigns should be targeted to a specific group.

Generic campaigns that are too general and try to appeal to everyone are no longer very effective. However, a personalized campaign that is tailored to a specific group or market is much more likely to produce results.

90



Define what success means to you.

It can be a monetary goal, such as being perceived as wealthy or making enough to live comfortable. However, success might be achieving recognition or power in your chosen field as well.

91



If you are passionate about your business, it won't feel like work.

92



Always be working towards a goal.

Whether you define daily, monthly or annual sales targets, challenge yourself to meet or surpass these goals within a given time frame.

93




Sell a quality product or service at an affordable price.

94




Strive to be better than average.

95



Perform due diligence checks on income claims before entering into a contract to purchase or invest in an established company.

96



Business does not always have to be a battle, sometimes it can be a game.


97



Form good habits.


Habits can be learned with constant repetition of the behaviors we wish to adapt or improve upon. Habitual behavior shortens the length of time it takes to preform a certain task and require less mental and physical exertion to do so.

98



Utilize your personal strengths and find partners that help you to overcome your weaknesses.

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To be successful you must overcome your fear and uncertainty.

100

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