

Business Building Blocks: Which of These 3 Mistakes are YOU Making To Prevent Success?

Now certainly there are many more than just three mistakes that business owners make preventing their own success. These are simply three of the most obvious and most popular. They are also three of the most lethal. Take a look and see if you are afflicted with any of these and if so dive into the solutions provided.

Mistake #1: Lack of Focus (BSOS)

You are a seminar junky, and if not seminars, then teleseminars and online learning. You follow each and every new opportunity that shows up. You have a growing library of business development books and tools, but lack the time to implement. You frequently feel overwhelmed and caught on a treadmill that doesn't seem to be leading you any closer to success.

The Solution: Forgo Anymore Learning Until You Implement

I guarantee that the answers you are chasing are simply locked inside both you and that library of answers you are collecting. Information in and of itself won't change your business, only the use of it will. So stop attending and start acting on what you know and have.

Mistake #2: Failure to Educate Instead of Sell

You do exactly what a client asks and no more. You don't offer additional services as you took them at their word about what they planned to spend. You sell them what they need rather than educate them into what they deserve. You leave money on the table at every turn. The client is pleased but not raving as you refuse to teach them about the possibilities and the limitless value you can provide.

The Solution: Stop Leaving Money on the Table

The key is to stay a step ahead of your client's needs and dive full throttle into their wants. Rarely does a consumer buy from a need but instead it is to fill an emotional want. The best way to drive sales and satisfaction is to determine the hidden wants and deliver on those, instead of simply answering the stated needs.

Mistake #3: Inability to Take Action

You may be driven by perfectionism. You won't launch your website until it is perfect. (Let's ignore the fact that you are already 5 years behind!) You are unable to write a blog post unless you have it properly and fully edited and reviewed (it is supposed to be a casual conversation.) You won't call a client back because you don't know what to say or how to charge (this is a true story!) You are frozen by a fear of not only failure but a fear of success. You can't imagine it getting any worse, but you can't really see it getting any better. You are in a state south of panic, you've entered the inertia zone.

The Solution: Sloppy Success Beats Perfect Mediocrity

Do anything that will move your project or business forward. Get out of inertia. Leave perfectionism. These are handicaps to greatness and success on every level. Take action, however imperfect. Establish deadlines and meet or beat them. Refuse to allow a stalemate because it isn't perfect.

Conquering just these three classic business mistakes will enable your business to rise to new heights. Staying stuck in these will ensure an early demise. The choice is yours.

About the Author

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