

STOP GUESSING - HERE'S 5 DEAL BREAKERS FOR GROWING A SMALL BUSINESS

BEING GOOD AT SOMETHING IS NOT ENOUGH

Doing something super well or being trained in something new is not enough to build a business.

You also need to be hyper passionate about what you do.

It's something you live and breathe and could spend hours talking about.



THE TORTOISE WINS THE RACE - AGAINST ALL ODDS



Starting and growing a business can be very lonely and damn hard work. You need a deep-seated, unshakeable belief that your business will be successful. Perseverance and determination will be your friends.

SALES ARE THE LIFE BLOOD OF YOUR BUSINESS

You need customers to sell to.

Your business will not scale without them nor will your reputation.

As a business owner you need to master the art of selling. If you're new to sales, 'NO I'm not interested' can be code for 'I am not ready yet'. Mindset changes like this help with the next sales call...



DON'T GO DUCK SHOOTING WHERE THERE ARE NO DUCKS



Segmentation of the market is key. Not everyone wants your products and scattergun approach to marketing because it's inefficient and costly. It's smarter to target customers who have a need for what you do. Defining your ideal customer will help you prioritise your time and marketing \$\$\$.

YOU NEED THE DREAM TEAM TO ACHIEVE THE DREAM

Get support.

Whether it's a mentor who has successfully walked your same journey or a partner whose skills are complimentary to your own or perhaps a collective think tank like an Advisory Board.



So winding this up, the deal breakers for your success are passion, determination, support seeking, with a dash of sales aptitude and a super clear obsession for your ideal customer - no more guessing!

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