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Fabienne Frederickson revamped the website taking down older posts.



My Easy 3-Step Process for Making Business Decisions

Do you have trouble making decisions in your small business? You might struggle with what project to work on, how to market an event, or who to hire. As a business owner, you are faced with countless decisions and loads of options on a daily basis.

For the bigger decisions, it can help to follow a method so you know you are making the best choice possible. My simple 3-step process will help you with any business decision and approach your choices with greater confidence.

1. Get the Facts. Before making any decision, you need the facts. Get all your information together. You may need to do some research and ask a lot of questions. To decide what is best, pull the details together in one place so you have it all in front of you. Everyone in my office knows if they want me to make a decision, they have to present me with the facts first.

2. Ask Others about Their Experience. Let's say you want to try a new marketing tool like Facebook advertising or Living Social coupons. See if you know anyone who has used the method to find out about their experience. Get their feedback by asking questions like:

- Did you get the results you expected?
- Were you happy?
- What didn't work?
- What surprised you?
- What would you do differently next time?

You can gain a lot of insight by talking to people and then factor that into your decision. Learning from the mistakes or successes of others can save you a lot of time, money, and aggravation.

3. Check in with Your Intuition. Sometimes everyone will tell you to take a particular step, but your gut instinct tells you something different. You've got to learn to trust your intuition. For example, if you get all the facts and then hear mixed reviews from people who have tried what you are thinking about doing, the next step is to check in with your own intuition. Pay attention to what feels right to you.

There are times when you just know something is the right way to go. I believe it's important to honor those inklings and your inner knowingness. I have done this myself over the years and have found that it's very important.

There may also be times when all signs point to taking a specific action and your gut is screaming, "No don't do it!" Be sure to listen to those kinds of messages as well. If you need to double check, ask yourself if this is just fear holding you back.

Your Client Attraction Assignment

The next time you have a significant decision to make, take time to go through this step-by-step process. You may want to create a chart and write all the pertinent details in one document. Enter all the facts, plus the feedback you gather. Then finish by jotting down your intuitive insights. Now you are empowered to make the best decision possible for your business.

Business Reset: How to Handle a Change of Staff

Everything might be going fine and then one of your team decides to leave. Or, you've been wondering if you could find someone better than the staff member causing tension in the office. Business owners worry that a shakeup of your team is a sign something is going wrong. However, that's not necessarily true. A change of staff is a normal and part of the entrepreneurial experience.

Change Is an Opportunity to Re-Evaluate

How you handle change can greatly affect what happens next. Derek and I see a change of staff as an opportunity for a "business reset". It's sort of like hitting the reset button for your office and giving you a chance to start fresh. While doing this, you want to stay confident, positive and optimistic.

A Positive Way to Move Ahead

We went through this recently at Client Attraction Business School. Three people from our team changed last spring. We could have thought this was a sign that things weren't going well, but that's not how we viewed the situation. Instead, we took the opportunity review what we were doing. We evaluated what was working and what needed revamping. This is an empowering way to move your business forward.

Patience Makes the Transition Possible

Upheaval won't clear up overnight. Looking at how your business is running and the changes that support the path you are on takes time and patience. At one point we worried how we would be able to smoothly continue operations. We had to get clear on what could serve us best for where we wanted the company to go. Everything got sorted out and then started to come together.

Looking back, these shifts were a blessing. As a result, the company is better prepared for where we are today. Initially, we couldn't see the need to shift our structure. Some days were tougher than others. We rose to the occasion and managed through it all to come out better than ever.

Change Is a Constant

The point is you know stuff is going to happen as a business owner. Change is almost like a constant. You can pretty much count on things NOT staying the same. So, learning to adjust makes you flexible and allows you to adapt to new conditions. That is true of personnel, market fluctuations, the economy, etc. Being able to move forward with a positive outlook is the grounding you need to handle anything that comes at you and take steps accordingly. That's how you get to the next level.

Your Client Attraction Assignment

If you are faced with an unexpected change in staff or other aspect of business, find a way to see the opportunity. This is the proverbial silver lining. Even if you can't see how things will work out right now, your positive attitude will guide you through the rough spots until everything is right again. Hang in there.

How to Reach Out to Joint Venture Partners

Working with Joint Venture (JV) partners is a powerful way to grow your business. You can recommend and promote each other to extend your exposure and the number of people who learn about what you do. This is a great addition to other traditional means of list building like collecting names at speaking engagements and offering a free gift on your website.

A recommendation from another professional adds credibility when you are being introduced to a new group of potential clients. This helps prospects be more open to what you have to say and more willing to consider your offer.

A Good JV Partner has Alignment with Your Business

For a successful partnership, you need to have several things aligned in your two businesses:

1. You share the same target audience
2. You're businesses are not competitive
3. You are both trying to grow your business
4. You have similar sized businesses

Reach Out to Potential Partners

After you have identified some potential JV partners, the question is how do you connect with them? Below I've shared three different methods and each one can work very well.

1. Introductions. The best way to connect with a potential new partner is to be introduced by someone you know in common. This helps break through any possible barriers and starts to build trust early. Check LinkedIn to find connections if none immediately come to mind.

2. Leverage Your Intuition. Email a person you feel would be a good partner and say something like, "I keep getting these intuitive hints that we should be talking. Not sure if you believe in that sort of thing, but if you are open to it, I'd like to jump on the phone for a few minutes to see what we're supposed to do together."

3. Offer to Contribute. If you know someone running a program with a bunch of JV partners and you'd like to be included, email and simply ask, "I see that you are having a great telesummit and I'm open to being a contributor. If you're open to that, I would love to talk with you. There may be a way I can reciprocate and we'll see where it goes."

At first this kind of contact may seem awkward to you. Don't worry because after a little practice, you'll feel more comfortable. Your skills will improve as you reach out to people and start getting a good

response. Not everyone will be open to your contact or offer to work together, but you don't need them all. A few good, committed partners will help you grow your business faster than you can on your own.

Your Client Attraction Assignment

What kind of partners would you like to work with? Take time this week to look at business owners who serve the same target audience. Investigate how they work and present themselves. Make a list of the best potential partners you've discovered and then start contacting them.