

---

**BUSINESS PEOPLE WHO SET CLEAR,  
EXACT, AND HIGHLY DEFINED GOALS  
HAVE A SPECIFIC TARGET TO AIM FOR,  
AND TO SHOOT AT.**

---

# 1

## **Maximizing your success**

### **Getting to where you really want to be**

You would never drive around in your car if you knew it had a dirty fuel filter, or if two of your cylinders weren't working. The car would run like crap, you'd get poor mileage, and you would probably break down now and then. You end up walking two miles in the pouring rain, or worse!

No, you would take the car in for a tune-up at the first sign of trouble to get your engine running at maximum efficiency.

So I ask you, why would you let your business run in a similar state of 'disrepair?' What if your business wasn't running on 'all cylinders?' That is, what if there were a lot of things you could do and change right now that would make your business run more efficiently, and get better 'profit mileage?'

I have no doubt that, no matter what kind of operation you're managing right now, there are a number of easy ways to fine tune it, allowing you to make a lot more money, while not investing a further penny!

What aspects of your business are being underused right now? What assets do you have that are lying fallow, and not pulling all

the weight they could be? What's going to waste that shouldn't be? Let's take a look at ways to find your underused assets, and get the most out of them.

## Where do you want to be?

Let's start at the beginning. What is your business goal? What is your mission statement? What are your goals for?

- Where you want to be three years from now?
- Where you want to be one year from now?
- Where you want to be by next month?
- What you want to get done this week?
- What you need to get done today?

You have all this written down, don't you? WHAT? YOU DON'T? Then you have a problem! Look: a business that doesn't know exactly what it wants to do or where to go, besides some vague idea like 'sell lots of stuff,' is a business that's already in trouble.

Business people who set clear, exact, and highly defined goals have a specific target to aim for, and to shoot at. If you don't have clear and specific goals, you really have no way to define what you are going to accomplish, and how you plan to get it done. You have no way to plan.

As much as I hate to resort to a cliché: "If you fail to plan, you have a plan to fail!"

Let's say your goal is to make £10,000 profit per month. Okay, exactly what steps do you need to take to get that done, and how much time do you have to sell X numbers of products each day to meet that goal?

If you sell an item with a £100 profit per sale, then you need to make 100 sales a month to meet your goal.

If your conversion rate is 1 in 10 (10%) then you'll need to find 1,000 people in order to convert 100 of them.

So, how much by way of marketing activities – advertising, telephone or sales calls, or direct marketing – do you need to do to attract 1,000 prospects?

By working with specifics you can plan because you know what you have to do to achieve your target – and when you put it all in motion, you can track results, test success or failure, and then make course corrections to change what doesn't work.

So, let's say that in two weeks you're falling short – you've only achieved a third of your goal, say 33 sales... To make 1,000 by the end of the month, you have to implement some new methods, improve your conversion rate or increase your marketing activities.

By knowing what isn't working, you have an excellent idea about where you need to make the changes – and because you have monitored what worked the best, you can re-allocate more resources to the best selling methods.

Can you see what an advantage it is having goals, a specific strategy for meeting them, and a way to test results? You are not working blind. The inefficiencies will reveal themselves before you waste time and money on doing more of them. Better yet, you discover what works, and you concentrate your resources on proven, successful methods, making them even more efficient.

When you test and track results, optimize everything that works, and cut away that which does not pull its own weight, in order for you to maximize results. A £500 ad brought only £200 in sales? Time to change it, or dump it all together! Mike hasn't made a sale all week? Better have a talk with him, or get rid of him! Linda sold

25% more than anyone else? Then you've got a star asset on your hands! Increase her pay, her incentive, and get even more sales from her. Have Linda share her secrets with the less talented sales people. Make her a coach. Maybe she can raise the standard of everybody else?

You see – you are looking at all aspects of your business, bolstering what works and dealing with what doesn't.

**YOU MUST WRITE GOALS DOWN!** It's just no good to form goals in your head, and then try to achieve them. It simply doesn't work. Writing them down makes them solid and achievable. Then you can check them off your goals as you achieve them, and get solid feedback on how you're doing. The same goes for writing down the specific planning steps you need to accomplish your goals. You must write them down, and then do them.

## **Defining yourself**

Today, more than ever, competition is everywhere. The media is saturated with marketing messages. The average consumer's brain has become like a sponge which has soaked up all the water it can. If the sponge is already full, how can you make it absorb even another drop of your marketing information? It gets tougher every day.

Research suggests that the average consumer is pounded with over 2,000 commercial messages a day! For the average business executive that figure rises to a staggering 3,000! Hard to believe? Think about it, from breakfast to bedtime you are continually bombarded with a vast array of media advertising brands, products and services and everyone of them is vying for your attention: e-mail, spam, billboards, web, radio and TV, magazines and newspapers, personal

and business mail, telephone canvassing, cold callers and representatives, shop and vehicle signs – it goes on and on and on.

Unless you're a sad git like me, a lot of this advertising is either ignored, trashed or not interesting enough to be worth your full attention. To most normal people, commercial messages in all their various formats are a boring imposition that clutters up our lives... For the most part, we are just 'not interested'. And that is why most advertising/marketing does not work.

And it just gets worse... We live in a massively over-communicated world where advertisers (businesses, i.e. you) are literally queuing up for the attention of consumers.

So it comes down to this: many business people think in terms of the competition being those businesses that sell similar products or services to a similar market... What's wrong with that? Well think about it... When it comes to the marketing and advertising of your business you are competing for the attention of your target consumer... That's the same consumer that most other businesses – whatever they sell – are trying to get the attention of. In other words you are in competition with everyone else.

For many this is a startling concept and an eye opening reality check. It puts the challenges facing an ambitious business person into context. It also identifies the main marketing problem that most businesses face when it comes to gaining more customers, sales and profits.

But there are solutions...

One way to attack this marketing overkill is to define yourself highly enough, and uniquely enough, so that you clearly stand out from all the other drops in the sponge. So even if your drop of information is in that sponge with all the rest, you can be noticed and recognized over the others.

---

## “INSPIRATION IS ITS OWN MOTIVATION.”

JANE ROBERTS

---

Even if you have ten direct competitors in your geographic market area, you can capture the thunder by working hard to make yourself be seen and known as the best. You need a highly recognizable name and logo that folks can't fail to see and recognize fast. The McDonald's 'golden arches' are a great example. The fast food business has some of the most ferocious competition of any industry. Yet, there are few places in the world where the golden arches aren't instantly associated with a good low-priced burger, even where people can't read a sign in English. The golden arches stand out like no other fast food symbol.

Do you have something that INSTANTLY clicks in the minds of your customer, and makes them associate your product with that logo, symbol, name or whatever? If not, strive to develop it. You don't have to be a behemoth like McDonald's to create something catchy and start using it today. After all, McDonald's started with a single restaurant, too!

Once you have this basic visibility, you need to hammer away at public perception which links your visible image with the high quality, and the best. No matter if you sell insurance, cars, flowers, tropical fish, greeting cards, fertilizer, computers, or beer. Use your advertising cleverly to hammer away at a perception creating effort. Don't slip into mere institutional, image-style advertising. Create ads that sell, but also tailor them to give high visibility to your symbol of quality.

Offer clear-cut solutions in your marketing materials. Create an iron-hard bond between your specific brand and the problems it

solves. Customers, more than anything, want solutions to problems. If they equate your brand name with solutions, you're going to reap truly fantastic rewards, and you'll crush your competition, especially if they have not done the homework you are doing right now by reading this!

In addition to your advertising and marketing, every person in your organization who has contact with the public must have a very clear understanding of this vital goal – to build a brand name that is equal to the solution of a problem. All your people, all the time, must be telling everyone they meet that this is what you do – and the better they explain and articulate the details, the more you are going to build your reputation and image as the one to go with.

To make sure this happens, you need to call special meetings and educate your people – and then make sure they understand the mission. Ask your people to repeat back to you what you want them to know in their own words. That way you really know they are 'on message' and ready to get the job done.

## **Transcend yourself**

Take a hard look at your business and ask: "How can I get better? How can I innovate? How can I go beyond where I am now?"

This is tricky, and you have to be careful. That's because, as I say elsewhere in this book, recreating the wheel can be very dangerous. One of the best ways for a new or young business to find early success is to find an existing successful model, and copy it. That way you build on proven techniques already shown to work.

But once you get going, it's very dangerous to stagnate, to always do things the same way, and not expect the rest of the world to pass you by. You need to innovate and try new things, as long as



you do it in a controlled way. Don't change everything at once, putting all your eggs in a new experimental basket. It's better to grow on and around the edges of proven success, and to push the edge forward a little at a time. That means trying a new ad, a new way of reaching customers on your mailing lists, and new ways of delivering your service, a new way to build strategic alliances with others, and much more.

Seek out fresh, innovative people, even if they work way outside your industry. One of the very definitions of creativity is taking two completely unrelated ideas and seeing how they can be melded together to create a new synthesis. For example, do you know who is the biggest seller of children's toys in the world? Think of all the big names in the toy business you can. Well, it's none of them! The biggest toy seller in the world is – (once again) McDonald's restaurants! McDonald's is well known for its Happy Meals and the little toys that go with them. They also frequently conduct special toy promotions tied to major motion picture 'action figures.' Of course, this sounds obvious now, but who was the first person to think about selling toys with food? Someone had to come up with the idea first – after that, all the others struggled to play catch-up.

Look around you? Who or what kind of business might create an all-new strategic alliance with you that will blow the lid off the way anyone has done business before. And don't just look to other businesses. Why not talk to a college physics professor? Or how about a professional actor? Get together with a chemist. What about a Zen monk? All these people deal in their own kind of creativity, and they may have an outlook on the world wholly strange to yours – that's great! You want to 'go where no one has gone before.' Finding a new synthesis that works is difficult, but when it happens, the results can be truly astounding.

Start a mastermind group. This idea was originally credited to Henry Ford by author Napoleon Hill. A mastermind group is a group of

people from a wide variety of fields, skills and talents who come together to accomplish goals one business owner would never be able to do using only his own brain power. You can create your own version of a mastermind group with your friends, business associates and anyone else you can lure into the fold, so to speak. Hold monthly brainstorming sessions to see how you, and everyone else, can transcend yourselves, and your way of doing business.

## **Get passionate, have fun, take a big risk**

If you are lukewarm about your business, you'll muddle along with lukewarm results. Only those who are passionate about what they do have the highest chance of success. If you want to maximize your results, you have to be passionate about what you do. If you're not, you have to GET passionate. That means making whatever changes you have to make, including quitting altogether, if necessary, and starting out fresh in that one area of your life where you can feel pulled along effortlessly by sheer inspiration.

Personally, I learnt a long time ago that passion was one, if not *the*, key factor for business success... I once held two jobs. One, the day job, was as a sales manager for a large life insurance company. The other, evenings and weekends, as a jingle writer – writing the music, and sometimes the lyrics, for TV and radio ads. I wrote some good stuff. I thoroughly enjoyed the creative outlet it gave me. I spent most of my day – in the day job – thinking about it. To say I was enthusiastic was an understatement – ‘immersed’ was the word. I found that I spent most of the money I made in the day job to supply and feed my hunger to be ‘around’ and ‘recognized’ in the music scene. I bought the latest recording equipment, keyboards, effects and lots of other stuff.

Then one day, I had a ‘moment of truth’. I just wasn’t making very much money. The return on my financial and time investment just wasn’t happening. So, I got thinking about it... REALLY THINKING ABOUT IT. It just wasn’t happening and at the end of the day even if it did, the jingle market wasn’t that big and it wasn’t exactly full of ‘millionaires’. My goals were unlikely to be realized.

Then I had a profound insight: why don’t I put all the sweat, enthusiasm, drive and passion into my day job. Give up the hobby and really concentrate my efforts in the sales and insurance field.

I made a decision and I flicked the mental switch. I was ruthless. I sold my gear and got really involved in what made me money. I went from being good at what I did to being one of the best and I received the money and the accolades to prove it.

## **Now ask yourself: do you need a ‘moment of truth’?**

It’s a funny thing – most people have a hobby, a sport or an interest that they love to pursue. As well as marketing, I run sales training courses. At these sessions I ask for a show of hands from those that have a hobby or a deep interest that consumes some or most of their ‘spare’ time. As you would expect nearly everyone raises their hand.

Next, I ask for arms to be raised by those who would dearly love, or have a secret longing, to be able to work full- time or dedicate themselves to their hobby. Think about how you would answer? Around 80% raised their hand again. Who wouldn’t want to devote their time and life to something that they feel passionate about... whether it is stamp collecting, golf, astronomy or football.

Here's the crux... What if you could make your job your hobby? You would want to work or be involved in it most of your time. You would have the best of all worlds, doing what you love most. That's the knack that the super successful, high performers have acquired. They love what they do because they have reversed the psychology and *made their job their hobby*. They are able to dedicate all of their time to their job because they love it and hobbies are fun. Now it literally becomes a labour of love.

---

## **WORK IS NO LONGER WORK – IT IS YOUR LIFE – AND IT'S FUN.**

---

How much do you like what you're doing right now to make money? Do you wake up at three in the morning, and can't sleep because you are just so eager and excited to get going on your work?

If you don't have this kind of passion for what you do, you're wasting your time and your life. Even if your job pays well, hating that job is like living a kind of 'half-life.' You suffer through the work week and live for the weekends.

I urge you to quit the job you have right now, or sell your business if you hate it, and find something you can be passionate about. Forget about the money at first. As the saying goes: "Do what you love and the money will follow."

The great writer Jane Roberts said: "Inspiration is its own motivation." She was right.

In this first chapter, I've only touched on some of the ways anyone can maximize success. A full book on the topic would be easy to write. But any of the suggestions you have just read about – or any

one of them – can be all you need to squeeze every bit of profit, passion and power out your business, and your life.

So get the passion going, put yourself at risk, and get moving. Maximizing business success is all about inspiration and motivation. Get them both, and it will be almost impossible for you to fail!