

EASILY FORGOTTEN money making strategies



A new way of doing business or attracting new customers isn't always needed, according to SUE LESTER. Sometimes it pays to step back and reassess what has worked well for you in the past.

It's very easy to get caught up chasing after the next new thing, latest technology, or be swept up by the speaker's enthusiasm at a seminar. However, every new idea we chase requires energy and time that could be better utilised in other areas of your business. Whilst it is exciting and empowering to look forward it is also important to reflect and revive the income producing business ideas and concepts we've used successfully in the past.

Ask yourself, "What used to make me money that I've stopped doing simply because I've got too busy?"*

Perhaps this will bring to mind a highly successful marketing campaign you can repeat. Of course, this is where your 'test and measure' of every marketing strategy comes in very useful, but failing that, make an educated guess. Consider what, if anything, needs tweaking or updating. Do you need a better system in place or more support staff to capitalise on a successful campaign? Ensure you have a way to measure and record your results.

Otherwise, go back to the start of your business when you first began really making sales. Pinpoint what you did then, that perhaps you have stopped doing as well or as often, or at all.

Here are some strategies to get you started:

■ **Enthusiasm.** In the beginning you overflow with it and it's contagious. Are you and your staff still overflowing with enthusiasm for your widget or service? Or are you taking it for

granted? Know that apathy is also contagious.

■ **Attention to detail.** Have you stopped acknowledging client birthdays, or invoicing on time, and promptly following up on tardy payments? Do you telephone new contacts when you say you will? What did you used to do, to help your clients or customers feel appreciated?

■ **Feedback.** Do you still contact new and regular clients for their feedback so you can continue to improve, and keep front of mind for them? Are you open to relevant suggestions or are you the sole expert in your own mind? There's a balancing line between being overly swayed by others and shutting out constructive useful feedback.

■ **Gratitude.** Do your clients, customers, team, suppliers, networks know you are grateful and appreciate them being part of your success? How did you show it before?

■ **Referrals.** In the beginning you actively encouraged them to get your business up and running. Do you still do that, and reward those who do?

■ **Success stories.** Is your response to "How's the business?" an enthusiastic success story? It can hide that you are just starting out, or things are quiet, but importantly, the story is more likely to stick in the inquirer's memory. Grumbles and a polite "just great thanks" are missed opportunities.

■ **Personal networks.** Are you sharing your

success stories and enthusiasm with your family and friends? Or just complaining about being too busy? These people are your springboard and safety net, so if you are feeling unsupported perhaps they are feeling disconnected from what takes you away from them.

■ **Business networks.** Who else has grown their business alongside you whom you can reconnect and do a joint venture with? Are you still sharing resources and connections? Feeling too busy to attend events? Remember how recharged you became by being surrounded by motivated, enthusiastic, supportive business women.

Choose one strategy, implement it, and if it achieves the success you hope for, repeat it. Some strategies are more successful as a two-off, while others build their success through repetition and consistency. The key is to decide and act.

Remembering that money is only one form of wealth, where else can you apply this in your life? What used to make you feel happy, connected, sexy, energised or fulfilled that you have stopped doing because you got too busy? Decide. Act. Enjoy! ■

**Acknowledgement: this key question came from Brad Sugars.*

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