

Home Business Tips!

Attitude is Everything: Having a great attitude and an overabundance of enthusiasm is certainly not all it takes but it can be the glue that holds your program together. A great attitude and enthusiasm for your product or service is contagious. If you act successful, people view you as successful! When you are excited about what you do, people are excited to work with you. Sure, we all have our down days, but when that phone rings you are the epitome of happy! When asked how you are say "great" whether you are or not. If you are having a crappy time of things, your customers and clients do not, should not know that as it has nothing to do with them doing business with you - keep it to yourself.

Word of Mouth: All of the above lends to word of mouth referrals or advertising from your friends and satisfied clients. Ask customers/clients to write letters of recommendation to be included on your site or marketing collateral. Ask satisfied clients to refer those associates they know could use your product or service your way. And when they do thank them in some way! Don't ever take Word of Mouth referrals for granted... yes, you earned them, but you still need to earn that new client's respect and satisfaction.

Customers: Realize from the start that not everyone will be or want to be your customer. Many times it is not personal so don't take it as such. Realize that you really do not want everyone to be your customer. Determine who your target customer is and cater to that market. You can't and don't want to be everything to everyone - that's impossible and many times not profitable. Learn to identify the type of customers who can use your product or those that need your service. Then, narrow it further to those who you prefer to work with. Understand from the start that there are customers who are more profitable than others. By identifying your profit client type, you know who your business should concentrate on catering to succeed.

Marketing Materials: From your phone number to your business cards to your letterhead, how you will be perceived will be determined by the quality of your marketing materials. Your Web site, a big part of your marketing program, also exudes a perception value to every person who lands at your dot com. Use thin cheap paper, make your own business cards with those perforated edges, build your own software generated site with grainy graphics and poor content and your image will be one of a company not committed to quality. Money spent on your marketing materials to make that so very important first impression both on and off-line will contribute to your success in attracting quality customers. Don't underestimate the power of perception! Be sure to review my article Perception is Reality! for more insight on this topic.

Believe in Yourself: Many times being in business means being your own biggest fan! If your gut tells you that you're on to something, and you have the personal commitment and intestinal fortitude to not let disappointments (and there will be many) slow you down, the sky is the limit! By concentrating on and pursuing excellence on the above issues, you can't help but succeed. Your drive, passion, and faith in yourself will get you through those peaks and valleys that come even with the most successful of enterprises.