

Eleven Top Ways To Kick Butt This Year!

Over the holiday break I was reflecting on some of the ways to kick butt (that is... achieve results) this year and they were a mix of business and personal ideas so that whether you are in your own business or work for a boss there are some action ideas for you. There are probably many more and maybe I've left out some important ones but here's the list to help you with your new year planning with a brief comment on each.

Attitude – Zig Ziglar, the American motivational speaker, says that it's your attitude not your aptitude that determines your altitude; as an Australian, I reckon that it's the boomerang factor--- you get back what you give out. That's why I'm always "fantastic" because my mind sets out to achieve what I feed it. Every day tell people you're fantastic, incredible, and sensational and see the difference.

Daily objectives –I have always had three "must dos" to achieve every day and they are:

1. Laugh every day because a day without laughter is a day without wine;
2. Learn every day because if I'm ripe I'm rotten whereas if I'm green I'm growing;
3. Help somebody every day because what goes around comes around (its also the hardest to achieve you'll often see me driving around at midnight trying to find a little old lady to force across the road so I can go to bed!).

Since Twin Towers I have added a fourth and that is to tell the people I love that I love them.

Goals – Most people aim at nothing and hit it with amazing accuracy. And it's amazing how soon you can achieve what you want to achieve if you set yourself some **SMART** goals. Put simply, dreams become goals when you make them **Specific, Measurable, Attainable, Realistic and Timebound**. Sixty percent of success comes from setting your goals simply because proper planning prevents pretty poor performance. I suggest that you don't have too many goals coz you won't achieve them. Setting 2-3 business goals and 2-3 personal goals greatly improves your chance of success.

Value – It's important to maximise both your personal value and your business value in the eyes of other people because, at some stage, you'll want them to buy you, your ideas or your business. Maximising the value of your business is comparatively easy because all you have to do is maximise the profits your business makes by working smarter not harder. On the other hand, most people have difficulty maximising their personal value because they are incredibly poor marketers of themselves. This stems from listening unquestioningly to your mother when she told you not to boast when you achieved something noteworthy as a kid. The problem is, if you don't boast about yourself and tell people that you are good, who will?

Leverage – There was an Italian fellow... Senor Pareto... who came up with the twenty-eighty rule... 20% of your efforts gives you 80% of your results. Now this is a natural law and applies universally, for example, 20% of drivers will have 80% of the smashes. But think about this! If 20% of your current efforts are giving you 80% of your results what would happen if you put 100% of your efforts into those things that give you results. Just doing the math shows that you would increase results by an incredible 400%. Now apply that thinking to the fact that 20% of your clients gives you 80% of your profits, 20% of your products or services give you 80% of your results and 20% of your team and the time they spend gives you 80% of results. What would happen if you put more effort and focus more closely on that 20% of clients, 20% of products or services and 20% of team and time?

Prospects – Most businesses need to understand the most important rule of business... *be a better marketer of what you do than doer of what you do*. That means every business needs an endless supply of new prospects coming through the door every day and yet, because most people believe they are poor marketers, they haven't spent any time getting really working out how to get this to happen. What you should therefore focus on in your business is creating a little black box that generates an endless supply of prospects itching to buy. It may be a great advertisement, rapturous word of mouth endorsement, a sensational promotion or combination of these that does the trick so find out what works and then keep on doing it.

Conversion – Having an endless supply of prospects walking through your business door is fantastic but if they come through the door and don't buy anything, all you have done is provide them with the information to go and buy elsewhere. So the key is to measure how many prospects you convert into sales then spend time enhancing you and your team's skills to do it better. Typically, most businesses convert about 10-20% of the enquiries into sales. Think what it would do to the bottom line if they converted 60-80% of them. The results would be fantastic!

Relationships – The name of the game in business today is to build relationships for life so that your clients, customers or patients keep on coming back bringing their friends with them. The way to do that is to build and maintain your database and be in touch with them 6-11 times a year... that's right every month or two. What you've got to do is love them to death. If you do so then not only will they do business with you but they'll refer others to you too.

Develop – It's said that people who spend a thousand dollars a year or more on their own personal development will earn at least 20% more in their lifetime than those who don't. The unfortunate fact is that most people stop learning once they leave school unless the boss pays for further training. Use your car as a mobile university and listen to tapes to expand your mind and your skills; program in regular training experiences; avidly read books and attend seminars. The only thing different between you today and you in five years time is the people you meet and the knowledge you acquire!

Think – People tell me that I'm creative but I started with all the creative talent of two thick planks... its just that I keep telling myself I am creative and do things to get my brain out of a rut. Seven ways to get your brain out of a rut (which is really a coffin with the ends cut out) are

1. Get out of bed on the other side at least once a week.
2. Once a week clean your teeth holding the toothbrush in the other hand.
3. Change your bedroom furniture around every month or two.
4. Get rid of the clothes from your closet you don't wear.
5. Empty that drawer of things you are keeping "just in case you need them".
6. Drive to work a different way at least once a week.
7. Switch off the radio in the car and listen to silence, symphonies or brain building information.

If you do these things you're changing what your subconscious sees and challenging the brain to think differently and that's a great way to kick start it for creativity. Guess what? You'll become more creative.

Indulge – On average men die three years earlier than women and do you know why? Because they want to! But seriously we all have an allotted span on this earth and I'm a firm believer that *we're not here for a long time, we're here for a good time*. So what are you doing to indulge yourself and the people you love? Are you waiting until everything is just right which will be a terrible shame if you don't manage to make it to then? So go ahead! Drink fine wine, travel to exotic places, make love in the surf and share magical experiences... but do it now. You don't know how much sand you have in the hourglass of your life so the time to do the things you dream about is now.

This article has been written by Winston Marsh who is recognised as one of the leading business speakers at conferences and seminars where the objective is to motivate and train delegates in how to increase their sales results.

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