

# 15 WAYS TO GROW YOUR BUSINESS IN EVERY ECONOMY

By Mary C. Kelly, PhD

What do YOU want from YOUR Business?

Income

L i f e s t y l e

Freedom

Security

Autonomy

Self-Sufficiency

Flexibility

Prestige

POWER

CONTROL

Travel

No Travel

#1

Businesses that are not successful often do not have a \_\_\_\_\_. Without a business plan, people often do not know what \_\_\_\_\_ to take to go \_\_\_\_\_. Plan with \_\_\_\_\_ not \_\_\_\_\_. A business plan does not count if it is not \_\_\_\_\_.



#2

Compare how well your business is doing with regards to others. Give yourself a \_\_\_\_\_. How well would you rank on the 3 basics: A, A-, B, C- etc. Terrific quality product \_\_\_\_ Pleasant and responsive interactions with personnel \_\_\_\_ Ease of purchasing process \_\_\_\_\_

#3

Grow the business. Because someone has more does not mean you have \_\_\_\_\_. Brainstorm: What are the needs of the market that I fill?

\_\_\_\_\_

\_\_\_\_\_

What are the unmet needs of the market that I could fill?

\_\_\_\_\_

\_\_\_\_\_

#4

To be serious about business goals, \_\_\_\_\_ and \_\_\_\_\_ where you can see them all the time.

\*\*\*\*\* My top business goal for the rest of the year is: \*\*\*\*\*

To achieve that I need to take these steps

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

#5

Your money or your life! You work for \_\_\_\_\_ to make a \_\_\_\_\_. What is your life goal for the rest of the year? \_\_\_\_\_.

#6

Track your referrals. Track people who refer business to me and \_\_\_\_\_. Track the people I refer business to. Remember that you often don't \_\_\_\_\_ referrals until you \_\_\_\_\_ referrals.

#7

Be in the habit of being \_\_\_\_\_. Encourage this sense of gratitude and get more of what you want by writing \_\_\_\_\_ and showing appreciation for what others do for you.

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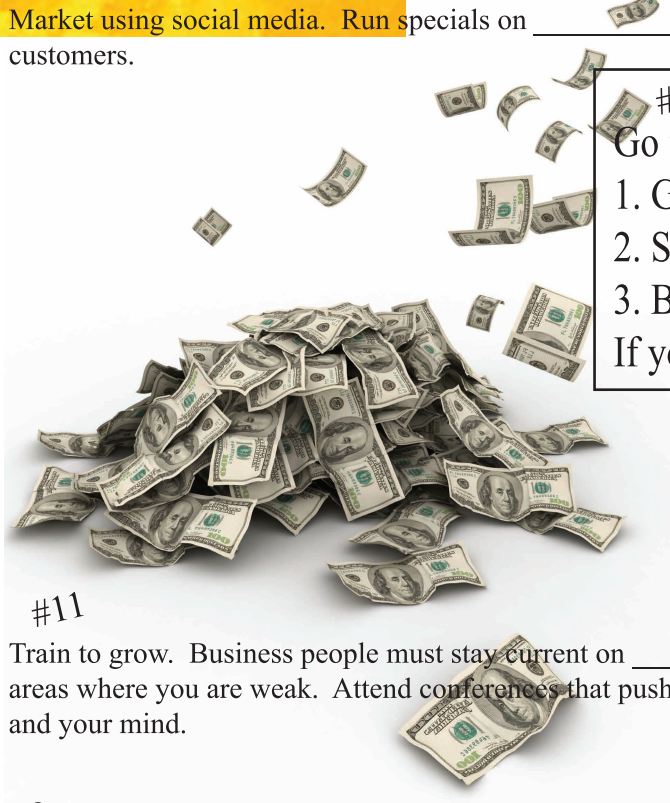


#8

Use \_\_\_\_\_ to market while you sleep. Join \_\_\_\_\_, start a Facebook \_\_\_\_\_, blog, and post \_\_\_\_\_ on other people's websites and blogs. (Free eBook on How to Develop a Fabulous LinkedIn Profile on [www.ProductiveLeaders.com/free-stuff](http://www.ProductiveLeaders.com/free-stuff))

#9

Market using social media. Run specials on \_\_\_\_\_ and \_\_\_\_\_, create dialogue, and \_\_\_\_\_ to your customers.



#10

Go for the \_\_\_\_\_!

1. Get great \_\_\_\_\_
2. Stay focused on your \_\_\_\_\_
3. Be \_\_\_\_\_ and \_\_\_\_\_ every day.

If you are not excited about your business, who is?

#11

Train to grow. Business people must stay current on \_\_\_\_\_, marketing, and \_\_\_\_\_. Read business books on areas where you are weak. Attend conferences that push you and your business forward. Join groups that further educate you and your mind.

#12

Do the \_\_\_\_\_ thing. Always. You'll sleep better at night AND people want to do business with people they \_\_\_\_\_.

#13

Communicate with your clients: \_\_\_\_\_, \_\_\_\_\_, and \_\_\_\_\_. Relationships matter, but if they can't \_\_\_\_\_ you they can't \_\_\_\_\_ you. Make it easy for people to know who you are and what you do.

#14

Communicate with your employees. If they don't know what you want and where you are going, how will they know \_\_\_\_\_ when you are not around?

#15

Start \_\_\_\_\_ and grow \_\_\_\_\_. Look for places where people gather and offer to help. Look for ways to refer others.

**Remember, it is not what you \_\_\_\_\_ it is what you \_\_\_\_\_!**

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