



FIVE SIMPLE WAYS TO JUMP START YOUR BUSINESS

By Dr. Zayd Abdul-Karim

Are you a new business owner and/or reinventing your business? Is it possible that you could “grow” your business to the next level if you had additional insights and perspectives?

Let’s face it, there are no easy ways to jump start your business. However, the five simple ways listed below are proven methods that will help you grow exponentially. What would exponential growth do for your business? If you are willing to apply these methods with focus, dedication and discipline, then results will follow.

1. Grow Your Network. Identify groups that offer the most potential for you to contact persons in your target market. If you are a member of a chamber of commerce, professional association, trade association, or networking group, then that is a great start. Keep going! The more networking meetings you attend and relationships you develop, the faster your network will grow. As a member of the organization, identify individuals more seasoned in your type of business. Deepen your relationships with these people. Invite them to lunch and ask for the benefit of their experience. This will shorten your learning curve. Lastly, and most importantly, help others by giving value first and they will help you in return.

2. Increase Your Investment. Invest in yourself and your business. To chase your dream, you may have to invest more time and money than originally planned. It is your dream, right? It is what you say you want, right? Is there any amount of time and money we won’t invest for what we want? If you haven’t already made that commitment, make it now. To reach your full potential, you have to give it your all. One caution: remember to be practical and smart about your investment decisions. Do only what you can afford. There are no shortcuts. Make sure you will take the time and action necessary to leverage your investment. If you are not willing to follow through, then don’t make the investment.

3. Stay Consistent in Your Marketing Efforts. Your success can get in the way if you allow yourself to stop marketing. The importance of balancing time for delivery and marketing cannot be overstated. If you are spending all of your time delivering service, then your marketing time will suffer. If you stop marketing, your business will dry up. What you do or don’t do today will show up in your results three to six months from now. Develop a system for marketing and stick to it. The best time to market intensely is when you have work.

4. Write Down Your Goals. Goals must be defined by the following criteria: specific, measurable, attainable, realistically high, have a target date, and be yours. Write down how many contacts you wish to make, number of meetings you’ll have per week and the number of new customers you’ll obtain during a specific time period. Keep track of what you actually do. Defining and planning your goals properly, followed by action, will result in a system of self-motivation. Stay true to the process. Keep your focus and energy on doing the process and working the plan. The results will follow.

5. Keep Developing Yourself Personally and Professionally. Your business will grow only as far as you grow as a person. Support your learning objectives by reading books and listening to tapes that will help you maintain the positive attitudes necessary for your success. Listen to people who have more experience. If their strategies will work for you, apply them. The consistent improvement of attitudes and skills will develop new habits that eventually will get you what you want. The key is to stay in the learning and practicing processes.

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