

Going It Alone? Struggling? Broke? Working Day and Night and Not Getting Ahead? Don't Know Where To Turn? Out of Ideas? Here are 28 Things to Do Today to Turn It Around.

Let's face it. If running your own small business was easy, everyone would be doing it.

But it's not easy.

It's hard. Very hard. Sometimes very, VERY hard.

But that just makes it more of a challenge. It just makes success seem that much sweeter. The harder you work, the higher the mountain, the greater the rewards.

But success isn't just about hard work. You also have to work SMART. Here are 29 smart-working tips guaranteed to turn your business frown upside-down.

Laser focus on what YOU do best and outsource the rest

Quit trying to do it all. Contrary to popular opinion, you do NOT have to be Superwoman to be a successful entrepreneur. Partner with those women or men with complimentary skills. Barter and collaborate first, then pay for the best help you can find. Discover YOUR strength, YOUR passion, YOUR unique talents and use those to the fullest extent possible. For everything else, learn and practice the art of delegation.

Spend your time on your income-producing activity stream

First, identify what brings in your revenue. What is the actual action that puts money in your bank account? Is it doing a home party? Is it when someone buys a product from your website? Is it when you produce a webinar? Is it when you host a conference? Is it when you have a booth at a trade show? Is it when you sit down with a client to conduct a coaching session? Once you have determined the actual action that creates a sale, then work backward and create your income-producing activity stream. What are all the steps necessary to get to income production? For almost every business, there must be some prospecting to keep business flowing. There usually needs to be some actual delivery of products or services. Whatever the steps are, you need to prioritize those things about all else.

Be disciplined about your business time

You must be ruthless and disciplined in scheduling time for your business. While being an entrepreneur means you can control your schedule so that you can be there for your family when they need you, when it is time for business, it's time for business. Do not make the mistake of thinking that you can just fit business in whenever you feel like it and that you will be successful at it. You have to take control of your time management, or days will slip by and no business will get done. Set a schedule and, short of a trip to the emergency room, stick to it.



Use off-the-shelf solutions to get started

There is no reason to reinvent the wheel, especially when it comes to systems and processes. You want to sell a product online? Check out selling sites like eBay, Amazon, or Etsy. Or if you want to host your own site, explore solutions like WooCommerce. You want to write a blog? Find a host and choose a template theme and start writing. As long as the off-the-shelf product or service provides 60% or more of what you need, use it instead of a custom-solution. You do not need the expense or headache of a custom solution right out of the gate.

Find points of leverage

Leverage in business means making one action have multiple results. Do the work once and get paid forever. For instance, once you write some compelling content, you can turn it into a book, a blog post, a Slideshare presentation, a video, a series of posts on Facebook, an article in a newsletter, a press release, and more. Or videotape yourself training a new recruit, then post the video on YouTube. For every subsequent recruit, just refer them to the video for training. You spent the time once and now your recruits still get the benefit of your time and knowledge, but you can be spending your time on other activities. Create an email series that can be delivered to your subscribers via an autoresponder. You write the series one time, but then everyone who joins your list gets your emails without you having to spend any additional time.

Be duplicatable in most respects

Say what? But I want to be unique and different. No, you really don't. You want to be able to create systems and processes that can be easily understood and managed by others. I once attended a conference where the keynote speaker, Brad Sugar of ActionCoach International, defined success as "having dozens of businesses that run well without me." If your ultimate goal is true FREEDOM, then you want to be able to pluck yourself out of the equation, go on vacation for a month, and the business still runs like a well-oiled machine.

Never stop learning

You need to learn, learn, learn. You must approach every single day with the idea that you will increase your knowledge or improve a skill. Practice, practice, practice. The best athletes in the world train daily. Scientists with Nobel prizes still go to the lab and read about experiments conducted by other scientists. The best and the brightest read daily. Go to conferences and you'll see the leaders of the industry. They all realize that there is more to learn, there is more to experience, there is more room to grow and improve.

Invest in YOU

The best investment you can ever make is in yourself. You have to invest money in YOU. You have to invest time in YOU. You have to invest thought, prayer, and meditation in YOU. When you create a budget or schedule, make sure that YOU are in the picture. As the airline attendant says, "Put your mask on first before assisting others." You will not do your business, your family, or the world any good if you are not investing wisely in YOU.

Celebrate every success

No matter how small or insignificant it may seem at the time, celebrate your successes as they come. Pat yourself on the back. Congratulate yourself on a job well done. Tell your team how well they did and how proud you are of their accomplishments. Get into the habit of celebrating.



The universe has a funny way of acknowledging your celebrations by giving you more things to celebrate. Be grateful. Be excited. Be proud.

Start your business like you are eating an elephant – one bite at a time

Start where you are. If you only know how to do one thing, then do just that one thing. Don't ever delay getting started until everything is "right." It will never be more right than it is today. Take small steps if that's what you need to do. Then tomorrow get up and take another small step. In a week's time, you will have taken seven steps. In a month's time, you will have taken 30 steps. In a year's time, you will have taken 365 actions or more. Steady, consistent action will lead to sustained momentum.

Maintain a good attitude

And by good attitude, I mean be grateful. Be thankful. Be humble. Be appreciative. Be positive. Be kind to yourself and others. Be giving. Be a good receiver.

Take time EVERY DAY to be spiritually grounded

Do not go an entire 24 hours without doing at least 15 minutes of a spiritually grounding exercise. For some people, they need to pray. Others want to meditate or sit quietly to think. Others feel grounded when they write in a journal. Still others feel grounded when they say a list of affirmations or recite a gratitude list. Whatever it is for you, spend at least 15 minutes every day tending to your spirit.

Use technology wisely

Technology is a wonderful thing when used correctly. It can make communication easier and faster. It can make the sales process faster. It evens the playing field between you and larger competitors. It can reduce costs. It allows your business to be open 24/7. But use the wrong technology, use technology the wrong way, or become a slave to technology, and it could spell disaster for your business. Always remember that technology is a TOOL. You should control it, not the other way around. How many times have you wanted to throw your computer out the window? If it happens more frequently than you would like, maybe you need a class, an upgrade, or need to partner with a technology-nerd.

Manage your energy

How well you manage your energy says a lot about how productive you are every day. Do you eat well and regularly? If you are filled up with junk food or only eat once a day or have to rely on caffeine or energy drinks to get through the day, you may want to create some new habits. What about sleep? Do you get enough good quality sleep? Do you set aside time to exercise regularly? You should have a regular routine. What about energy vampires? You know, those people in your life who drain your energy and expect you to give, give, give. What you want to do is spend as much time as possible with re-generators – those people who inspire, motivate, and encourage you. Spend as much time as possible with people who fill you with energy, not drain you. When you are running a business, you need to avoid drama and distractions. Focus on what you need to do and for the most part, ignore whatever does not serve you.

Never be satisfied with the status quo

Tweaking and enhancements to your business should never stop. Your business should be continuously evolving, changing, growing. Always strive for improvement, even if it's a little thing. A dozen small improvements can mean big improvements to the bottom line.



Be prepared to be lucky

There's a great saying that goes "luck is when preparation meets opportunity." History is littered with people who were positioned to take advantage of a great opportunity but they had to pass because they were unprepared. Opportunity may be lost if you aren't ready. So what does preparation look like? It may mean have a little bit extra cushion in the bank account. It could mean you should read up on that new business opening down the street. It might mean that you should accept that invitation to that black-tie gala, even if it puts you outside of your comfort zone. Sometimes you have to take some action so you are in the position to take advantage of "lucky" breaks.

Don't dwell on mistakes

Mistakes happen. There is really no way to run a business without making mistakes. Some will be small, some will be big, some will be real doozies. So what? Get over it. Recognize your mistakes, acknowledge them, correct them, learn and move on – don't dwell on them. If you need to apologize, do it quickly, do it sincerely and then let it go. If you need to put new procedures in place, do it. If you need to conduct more training of staff, get it done. But your business is too important to let mistakes cripple you. But make sure you learn from each mistake so that you don't keep repeating the same mistake over and over. View each mistake as a learning and growing experience. Be thankful that the mistake happened when it did so you could learn the lesson. Then move on.

Be Brand You

Especially if you are in a franchise or direct sales type of company, take some time to develop YOU as the brand, not your sponsoring company. Companies will come and go. You will be You forever. For instance, say you are a Mary Kay associate. You want to become known an expert in make-up and skin care who happens to represent Mary Kay – today. But tomorrow you may want to expand your offerings to include products from a different line. If your entire business identity is wrapped up in the product line you represent, it makes it that much harder to differentiate yourself in the marketplace. Be unique. Be yourself. Build a Brand You.

Remember to K.I.S.S.

Keep it Super Simple should always be your mantra. If there is an easier, faster, cheaper way to achieve the same result, do it. Do not over-complicate your business. Do not use technology that is not necessary. Break your business down into its most basic processes and get really, really good at each one.

Create your Elevator Pitch

Creating your elevator pitch is a necessary activity. How can you quickly communicate your company's value in the marketplace? Answer this question in three sentences or less: How does your business make money or make a difference in the world? There are a lot of techniques to creating the perfect elevator pitch. One formula that I personally have had the most success with is to start with asking a question about a problem your company solves. For instance when someone asks me what my company does, I answer: "You know how you've heard the statistic that 95% of all businesses fail within the first three years? Well, women who pay to join our Mirelli membership and become active in the community are in the 5% who succeed because we provide them with high-quality training and advice, resources, mentoring, and a supportive community of like-minded women in a local facility and online so they have someone to help them all along the way." Once you've created your pitch, you



need to say it and keep saying it and saying it and saying it and saying it, as often as you can, to as many people as you can.

Ask for help

Don't be shy. Ask for help when you need it. Do not struggle trying to do everything on your own. Someone has already figured it out and has an answer. You just need to ask. Maybe you have to ask several people. That's okay. There is no harm in asking – ever.

Associate UP

If you are the combination of the five people you associate with the most, then you want to make sure that you are sometimes the poorest person in the room, the least-connected in the room, or the least educated or least experienced person in the room. Deliberately try to associate UP. Connect with leaders in your industry and create real relationships with them. Make friends with people of influence. Put yourself in the vicinity of people you admire. Volunteer at a major fundraiser. Go to a conference where you can interact with people who are having success.

Find a mentor or coach

Finding a mentor or hiring a coach is so crucial when you are running a business. Everyone at the top of their game has someone they trust to bounce ideas off of, someone who holds them accountable, someone who challenges them to be better. Yes, it is often an investment. But the right mentor or coach can make a world of difference. At a minimum, you should have an accountability partner. Find someone you can trust to have a consistent, regular conversation with about your business. No matter how disciplined and wonderfully business-savvy you are, you cannot always depend on yourself to make all of your right decisions. If you have a Board of Directors, they may be your sounding board. Whoever it may be, make sure you have one. **This is critical to your success.** (If you are looking, I would love to speak with you about my private coaching. Check out <http://successpointconsulting.com/work-with-trina>)

Have three to five SMART goals

You should be actively working toward three to five SMART goals at all times. SMART stands for Specific, Measurable, Action-oriented, Realistic, and Time-bound. A SMART goal is written out as a specific, positive statement like this: I will have a minimum of 3,500 new subscribers to my email newsletter through my online marketing and social media campaign by April 15.

It's Specific: minimum of 3,500 new newsletter subscribers;

It's measurable: 3,500;

It's Action-oriented: subscribers through my online marketing and social media campaign;

It's Realistic: 3,500 is a doable number online; and

It's Time-bound: by April 15.

Have at least one pie-in-the-sky STRETCH goal

The problem with SMART goals is that “Realistic” for many people means safe or easily doable. They tend to set goals that won't make them uncomfortable or won't make them change their ways. I challenge you to set at least one STRETCH goal – a goal that you can't possibly make doing business the way you've always done it – one that you have to think differently to achieve. Really take the



blinders off and reach for the stars. If you could snap your fingers and ta-da whatever you wanted appeared, what would that be? Write it down, imagine that you could do it and start working on it. You just might amaze yourself at how much you can do.

Learn the art of relationship-building, not sales

Especially for women, the point of being in business is building relationships. Without relationships, the money will be fleeting and ultimately unfulfilling. Make friends for life who just happen to buy products and services from you. Be in business with people you like.

Find your tribe

Every woman in business needs to surround herself with like-minded women who will support her, not tear her down. Women should associate with women who will collaborate, not compete. That supportive, nurturing group is often referred to as a “tribe.” A tribe is simply a group of individuals you resonate with and with whom you have common interests. You may find your tribe at your local Chamber of Commerce, or in a Facebook or LinkedIn group, or maybe in a Meetup.com group. Once you find your tribe, in order to get the most out of the experience, you have to become an active member. You need to connect and bond with your tribe. Don't be one of those members who pays her dues but never attends the meetings and functions. Get involved. The more you give to your tribe, the more the tribe will give back to you.

Join MIRELLI!

Mirelli Entrepreneur Training for Women is becoming the tribe for many women just like you. We are building a strong community of women who want to collaborate on joint projects, who want to help each other grow, who want to learn from and mentor each other to find success. Right now, we are a growing online community with training, connections, and mentoring in the areas of marketing, management, mindset and money. You can find an accountability partner or mentor. You can access training videos and articles on a variety of topics, with more training being added each week. In time, we will be a nationwide network of physical Centers where members can gather to co-work, training, network, and access resources.

Visit <http://MirelliETC.com> to review your Membership options. One is just right for your personal situation. Join us today. We look forward to connecting with you and helping you WIN at business.

