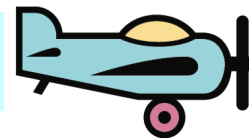


Why Is My Business Not Taking Off?



Starting a new business is exciting. But when it doesn't "lift off," it can be discouraging. Once you become aware of what's not working, you can do something about it. Where do you see yourself in the checklist below?

Are you passionate and committed?

If you're pursuing something you don't really care about, it will be difficult to put in the time and effort to make your business successful.

Is this something you're excited about doing or a "should"? For example, are you targeting what seems to be a lucrative niche, rather than targeting the clients you would really love to work with?

There's a misperception that if you pursue a direction that's supposed to be marketable, you'll be more successful than if you go after what you'd really love to do. Not so! When you're doing what you love, you'll be more willing to do what it takes to make your business succeed, and you'll exude enthusiasm for your work.

Do you have a clear vision for your business? Does your vision line up with your values and capabilities?

Often, people start a business with a vague idea of what they want to do. Perhaps you see other people doing this successfully, so you follow in their path. But you're more likely to succeed when you have a clear idea of what you want, and when your vision is authentic to who you are, your values and abilities.

Are you taking powerful steps and reaching out to potential clients on a regular basis?

For some people, marketing is a necessary evil. They love what they do, but hate or fear the process of connecting with clients. They do a minimal amount of marketing, or only do what's comfortable, whether it's effective or not. It's good to employ marketing tools that you enjoy, but remember that to build a successful business, you have to market persistently.

❑ **Are you spending enough time working on and promoting your business?**

When you first start a business, chances are you'll be spending more time marketing than doing what you do. You may be itching to do the part you love, but in order to connect with clients, marketing is essential.

❑ **Are you trying to compete with your colleagues rather than developing your business authentically?**

As you get into your field, you'll start to hear a lot of "shoulds" about how your business ought to be developed. Certainly, there are people who become successful by following a certain path, but it doesn't mean that their path will be authentic for you. As you make decisions about your business, gather useful information, but listen to your own judgment and intuition about what will best serve you and your company.

❑ **Are you being frightened by statistics or trying to market the way "they" say it should be done, even though it doesn't fit your style?**

The media and many organizations love to quote frightening statistics. If you buy into those statistics, you'll quit before you even begin. If you have a passion for your business, educate yourself on your work and on marketing, and then keep doing it, no matter what anyone says. Persistence pays off.

❑ **Do you have limiting beliefs about yourself or your business?**

Do you believe you can be successful in this business? Are you fearful that you can't exist without a steady paycheck? Are you getting discouraged by statistics about the market? It's important to tackle your limiting beliefs, so that you can open the doors to success.

❑ **Is your marketing ... enough, strategic, focused, authentic?**

It's important to choose marketing tools that you enjoy and that will connect you to your desired clients, and then do those activities in a focused and consistent manner.

❑ **Do you have enough cash reserves to pay your bills while you build your business? Are you projecting confidence or desperation to potential clients?**

Insure the success of your business by taking a hard look at your finances. Build a nest egg that you can use to pay your bills while you grow your business. When you project an air of desperation, it makes prospective clients uncomfortable.

- ❑ **Do you feel confident about what you're offering? If you're new at this, do you feel like a phony when you talk to people about your business?**

When you're first starting, you may feel that your skills and abilities are not up to par. If necessary, work with clients pro bono or for a reduced rate to build your confidence, along with a track record or portfolio.

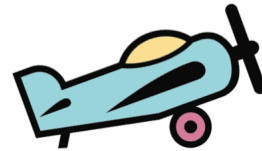
- ❑ **Is your business infrastructure ready to go?**

When new clients sign on, are you ready to work with them? Make sure you have business cards, brochures, a website and any other marketing materials you need, and have your client materials (handouts, workbooks, processes, etc.) and record-keeping set up and ready to go.

- ❑ **Are you willing to do what it takes to have a successful business?**

Being an entrepreneur is a responsibility. You need to be ready to take on not only the parts you enjoy, but also the necessary parts that may be unpleasant or challenging to you.

Getting Lift-Off



Would you like to get your private practice off the ground?

Sharon Good, author of *Creative Marketing Tools for Coaches*, has coached hundreds of practitioners to clarify their vision for their business and create a dynamic marketing strategy that includes marketing tools that they actually enjoy using. You, too, can benefit from Sharon's expertise and personal support!

For \$225, you will receive a 75-minute marketing strategy consultation, along with a free copy of *Creative Marketing Tools for Coaches* (you can select the paperback book or the e-book) and a customized strategy worksheet to prepare you to get the greatest benefit from your consultation.

So, don't wait . . . sign up for this valuable package and jump-start your marketing now!

To contact Sharon with questions or to sign up using a check or credit card, call 212-564-2073 or email sharon@goodlifecoaching.com.

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