

Create an Unstoppable Business!



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By Karen Lawrence

We can all agree that to have an **unstoppable business**, you must have clarity, focus and drive. At some point, nearly all business owners get stuck and **lose focus** on their direction and what's important in their business. The result is that sales drop. Others **never quite get their business off the ground and quit before they have given it a fair chance**. If either of those sounds like you, don't be concerned, you can regain that clarity – get that edge - and I'm going to help!

Over the years my clients have shared with me their **hopes and dreams for their business...and the life they want to create**. Throughout our collaborations, I also quickly learned their biggest challenges and sticking points (most of which they were not even aware). I've gathered those challenges here to help you get an **edge** in your business.

My gift to you is the following top 10 critical areas you must be VERY CLEAR on in order to have **massive success**.

Without them, you might reach a limited level of success, but likely won't ever reach the full potential your business could achieve!

I highly recommend you carefully consider each area below. If you hit a stumbling block or can't quite come up with the answer that aligns with your goals and dreams, don't worry. **You are not alone!** If you need help, just reach out to me!

Here we go!! Ask yourself the following questions:

1. Why am I in business?

Be **concise**. What is the **message** you are trying to convey? What is your mission – vision? How are you making change in your clients'/customers' lives?

2. Who is my ideal customer/client?

Describe them in detail. Are they male/female? What is their age and income? What is their lifestyle, hobbies, habits? What is their profession? This is who you serve and the “starting point” to creating your niche.

3. What is their primary challenge that I can solve?

There must be a primary challenge/problem addressed in your marketing materials and “message”. Every other challenge you help to resolve is secondary. Remember, when we focus on “everyone” we focus on no one. Then, nobody “hears your message”. You must address the primary unique problem of your niche market in all marketing materials. Who do you want to be known as?

*“I help _____ do/have/change
_____.”*

4. How do I solve their challenge?

What tools do you implement to solve the problem? What process do you use? Can you clearly explain the process to your prospective clients/customers?

Do your clients/customers even care about the process? They may or may not depending on your industry. However, you must **have a process that is effective, results driven, and consistent in its implementation** to have a maximum effect and build a trusted reputation in your industry.

5. What will the outcome be once it's been resolved?

This is THE RESULT your clients/customers want when it's all said and done...it's the reason they give you money! This should also be stated in your marketing. You will have to really think about this one to get it right.

For example, if you are in the fitness industry, your clients may want to lose weight or have a toned body. If you are a financial advisor, your clients might want a high ROI, preservation of principle, or simply peace of mind. Your industry, and your customer/client base may help you determine the results they want. Just make sure it's "their" results, NOT what you think the result should be.

Then, **once they have the desired result, how will it impact (or improve) their lives. THIS is the true result they want!!**

*"I help _____ do/have/change
_____ so they can _____. "*

6. Who is on my support team and what is the role they play?

Nobody does it alone. Trust me on this one! Who are your mentors, friends, family, coaches, partners, employees, or other support people? Who can you depend on to have your back, listen, collaborate, encourage you and help you fulfill your dream?

7. What is the non-monetary reward I get when I succeed?

Most people don't think this is a big part of success, but it might be the most important part. It relates to your passion, peace of mind, satisfaction on making a difference, changing lives, healing, and/or a myriad of other **non-monetary benefits that keep you motivated and inspired.**

8. What are my numbers? (Yes, must KNOW your numbers!)

How many sales do you need (consider expenses, taxes, supplies, etc.) to have the weekly, monthly, yearly income you want? What is your profit margin? What is your advertising budget? Where, exactly, does your money go? Where can you cut back for higher net profits? Where should you invest more money into the business?

9. What am I willing to do to make it happen?

What is your step-by-step plan to have your dream business? What is your plan for marketing, client retention, conversion, growth? How many (or few) hours are you willing to work? Be specific here because if you are unhappy performing a task in your business, that negative energy spreads and your employees, clients, and loved ones will be affected.

That said, **the more you focus, and are strategic, the better your results will be!**

10. Do I implement the 3 C's – Courage, Confidence, Consistency?

- **COURAGE** – to do the right thing, to step outside of your comfort zone for results, to do what it takes (without compromising integrity), to learn and **upgrade skills**, to not be afraid of success, to believe you can have it **all**.
- **CONFIDENCE** – that the world needs your skills and expertise, that people are looking for you (Yes, you!) because you have exactly what they need, and that only you can help them. There are so many people who need your help. All you have to do is reach them and share your gifts/products/services.
- **CONSISTENCY** – in all things (marketing, messaging, service, value, procedures, follow-up, momentum, etc., etc...)

If you need help answering the above questions, getting clarity, creating a strategy, or just need accountability - reach out to me at Karen@KarensEdge.com . We'll discuss options and ideas to get your business to the level it deserves!

You are on your way to creating an
unstoppable business.
All you have to do now is take action!
What is your NEXT STEP?

Your highest and best always!

Karen Lawrence