
What Are Your Goals For The Next 30 Days?

Many entrepreneurs and small business owners try to chase too many targets at once...working "in" their business... and end up overwhelmed... rather than working "on" their business. They spend all of their energy carrying out daily tasks, leaving little time for the most important part of their day - their own business!

Being a small business owner often means wearing a number of different hats. How many of you act as the CEO, the general manager, the accountant, the salesperson, the computer technician, the secretary, the receptionist, etc.? Sound familiar?



To avoid this, spend some time focusing on your business and decide which strategies will be most helpful in developing your own marketing plan. In order to grow and succeed in your business, you first need to have a crystal clear idea of what you want to do and where you want to go. In other words, have you defined your goals and objectives? And more importantly, have you put them in writing?

Writing your goals on a weekly basis and being very specific in each area of your business can give you the opportunity to create strategic alliances with other entrepreneurs, triple your database, increase your revenue, and maybe even leave time for writing that book you've always talked about.

You CAN make your big dreams a reality!

When you write your objectives on a weekly or monthly basis it makes you actually work on them and act faster. If you are not specific and just say, "I will have money, or I will have more clients," then yes, these things will come, but the question is "when"? You don't have any deadline to accomplish them by! But if you decide that by March 1st you will have 6 new clients, you will then



do something in order to get those clients instead of just hoping or waiting to see if this will happen.

In my last networking event, I asked the attendees, "What are your goals for the next 30 days?" Some answered without hesitation while others had to think about it. One of the folks told me, "Thanks for reminding me that I need to work on my goals, I had actually forgotten about it."

I have found that the best way of incorporating time for your objectives and marketing plan into your schedule is to set up an appointment with yourself. And whatever happens, even if there is a client emergency, never cancel this appointment with yourself. Look at it this way, if a customer called you while you were in the middle of dealing with an important client issue, what would you do? You would tell them that you will get back to them as soon as possible, right? What makes you and your business success less important?

Make a decision that once a month or once a week you will spend an hour or two working on your business, focusing on: strategies to get more clients, new products or services to offer, special campaigns to make more sales, writing articles for your newsletter, newspapers, or e-zine directories to promote your business. The more links you get, the more traffic you will receive on your website (by the way, do you have a website? If not, this should be one of your objectives for the next 30 days). Do you have a newsletter? This is one of the easiest and cheapest ways to communicate on a regular basis with your clients and prospects in order to promote and grow your business... no matter what kind of business you have. Could this be another objective for the next 30 days?

Take the time to plan strategies that will help to grow your business. Consider yourself as your most important client. Do for yourself what you do for your clients. Your business needs all your attention, all your energy, and all your dedication. Your future and your success depend on it.

