

THE BREAKTHROUGH PROCESS

Most people in a recession get a little freaked out. And the news media doesn't help. The channels are full of talking heads that will either make you despair, or convince you that there is a conspiracy to take from you.

This kind of thinking will only hurt and distract you from your efforts to succeed. There are eternal natural laws that will support you if you are ready to look ahead and stretch your imagination and spirit forward.

There are three areas that you can tackle to create great changes in the growth and velocity of your business.

You can make a huge change in just one area and get quick changes, but the change will sputter and die without the other areas being strengthened.

Here are a few changes that can trigger a great synergy in any business;

1 - Business practices

→ Generate more leads (more and different ads, sales, promotions, joint ventures and partnerships with others, events, membership/loyalty programs, birthday recognitions, etc.). Do several things at once - NOT one thing at a time, hesitantly

--> MUCH more frequent contact with your customers and prospects

→ Follow up on all leads promptly

→ Solicit suggestions from your customers and prospects

→ Re-contact former customers and referral sources - on a regular basis

→ Review your business for opportunities to up-sell from one purchase to another or to a subscription of some sort

→ Create a membership offer

--> Deal promptly with all complaints, with an eye to converting them to fans

2 - Personal perspective

Free yourself from three illusions and adopt these attitudes:

→ ONE - You know very little about your situation; be open to suggestion and inspiration from outside. There is a saying that you can't solve a problem by the level of thinking that created it. You **MUST** think out of the box.

→ TWO - Criticism from people not doing what you do doesn't have any actionable value. You need input and suggestions from others, but **AIMING FORWARD, NOT** back at what you did or didn't do.

→ THREE - You're not a rock. You're a learning and inventing machine; it's in your DNA. So believe that you **CAN** make a difference in your life, and that **YOU DESERVE IT.**

3 - Persuasion techniques

Focus on customer attraction and satisfaction, and don't forget AIDA.

A - Attention

I - Interest

D - Desire

A - Action

Study copywriting and persuasion techniques. The science is exploding and there is useful and easily digested information everywhere.

Understand that **WE ARE ALL EXACTLY ALIKE UNDER OUR SKINS.** We have the same brains and nervous systems, the same drives and outside pressures. We can all be persuaded pretty much the same way.