

Could Your Business Fail?

Hey folks, it's Siimon Reynolds here and today I want to talk to all those people who are worried that they are not going to succeed in business. Maybe your business isn't going quite as well as you expected. Maybe the sales aren't rising like you had hoped. Maybe things just aren't what you imagined.

Well, I just want to say this to you: there are four things you need to think about if you're concerned about your business succeeding and hopefully they will give you a lot of encouragement.

Tip 1

The first is that all business skills are learnable. All business skills are learnable and that's a really encouraging thought because we can get involved in our business and get so wrapped up in it that we think that somehow the answers to succeeding in business are elusive or difficult or obscure, but the truth is every area of business that you need to know about you can just learn.

So yeah, you may be ignorant now, but don't worry about it. Just set a date and try and learn it and do your best and I tell you what - a few months later you're going to have it sorted out. All business skills are learnable.

Tip 2

Second of all, almost all good businesses take a long time to build. You know we can see all these magazine articles about Internet billionaires in their twenties, but it's just not typical. The latest issue of the Forbes 400 richest in America came out this week and almost everybody on that list has spent a lifetime building their business, so if your growth is slow now, don't worry about it.

It doesn't mean you can't be highly successful in business. Just keep improving things, keep trying things, keep moving forward, and you can grow an enormously successful and prosperous business even if you haven't started out fast. In fact, many of the richest people in the world did not start out with a fast growth business - they had to develop it.

Tip 3

Thirdly, people a lot less smart than you have succeeded in business, so if you're finding it difficult, remember people without the mental tools, without the mental skills that you have, have managed to do it and if they can, you can.

And finally, remember this: growing a business, largely, is all about marketing and almost no entrepreneurs know much about marketing. Now that's a very exciting thought. Growing a business is all about marketing and almost no entrepreneurs know how to do it, so your competition knows barely anything about marketing.

Most other businesses out there in your sector know barely anything about marketing, so if you learn marketing - if you focus on marketing - you can absolutely obliterate them. They may look strong now - your competitors may look amazing now - but when you learn marketing you can totally eclipse them.

So there are four thoughts to think of if you're worried about whether your business is going to succeed and I hope they give you a lot of encouragement because I think there's every chance you're just around the corner from making the 2,3 or 4 changes to your business that will make all the difference and put you on the road to super success.