

The 2 Things Entrepreneurs Must Focus On

Are you confused about how to grow your business? A lot of entrepreneurs are. What we know from The Fortune Institute is when people come and see us for business coaching, they tend to be working really hard, they are certainly putting the hours in, but they're trying to do a million things, and often they are finding that they're not doing the things that count. So one of the things we do is we really make sure they focus on 2 of the primary methods of growing a business and make sure they spend a lot of time on these 2.

So what are the 2 primary ways of successfully growing any business? Well, the first one is to focus on innovation, and I define that as trying new stuff. Time and time again if you look at entrepreneurs not making much money, or their business isn't growing, it tends to be that they're not trying new things; they're not consciously and deliberately and methodically innovating. And once you do that, what tends to happen is your progress is very slow because you're trying nothing new, you don't get new results.

Sure, if you tried some new stuff, that may not work, but here's what we've found if you keep the philosophy of innovation and you really focus on trying lots of new stuff: invariably some of it works and as soon as you get 2 or 3 new ways to grow your business, it's not impossible for you to double the size of your business in a very short period of time. So think about that: are you innovating enough? Are you spending enough time trying new stuff?

And the other area we really get entrepreneurs to focus on is what we call optimisation. Now optimisation is improving things that are already operational in your business. So let us say that you've got a sales presentation and it goes quite well, but how could you optimise that? How could you make a series of small improvements so 3 months later it was getting literally 50% more clients than your previous sales presentation?

Or what about marketing? Could you optimise headlines? Could you optimise body copy? Could you optimise your website? ... Bit by bit by bit, so that in the end you ended up with a significant increase in success for each of those areas. Optimisation is actually really exciting because if you improve something, you know, 5% here, 5% there... it's not long before you have collectively a massive improvement.

So if you're a bit kind of muddled up about your business, well first of all come and see us at The Fortune Institute and we'll fix that, but second of all, spend some time focusing each day on innovation for your business and optimisation for your business. You're going to find it makes an enormous difference.