

How To Make Sure Your Company Crushes It In 2017

Hey, it's Siimon Reynolds here. Happy New Year!

I want to start the year off by giving you some powerful tips on how to make sure that you make this year your best year ever in your business. And I'm going to give you four really important strategies and if you do these four things you're going to see a major difference in how much money your business makes this year.

So strategy number one is get super clear about what really counts in your business. Get super clear on the two things that you do that most bring in income. See, I coach entrepreneurs all over the world and what I find is this: that we get busy doing a million other things... we get busy with administration, or meetings, or with suppliers, or with staff problems etc and we don't spend enough time on the handful of things that make a difference. So number one: get clear on what those two things are that really bring in income for you... most people aren't clear.

Technique number two: triple the amount of time that you spend on these two activities. So here's what I see... I see time and time again entrepreneurs working 50 to 60 hours a week and then when I look at how much time they actually spend on the two or so activities that bring in income, it's hardly anything... might be 5 or 6 hours a week.

What you need to do is triple the amount of time you spend on these two things once you've identified them that really bring in the income and that will make all the difference in the world.

Step number three which is really important is allocate time in your calendar every single week for you to do these two income-increasing activities. You see if you don't allocate it in your calendar... if you don't treat it seriously enough to make an appointment with yourself to do the income-increasing for your company, then what's going to happen? What's going to happen is you get busy doing a whole lot of other stuff and you're going to end up not getting it done.

When I coach entrepreneurs one of the first things I do is make sure they put time and lock it in their calendar every week to work on these two or so things that are really going to bring in revenue and I can tell you that doubles the chance that you're going to get it done. So they're the first 3 techniques.

The fourth technique for increasing your business a lot this year is a little different and that is I want you to spend an hour refining your sales presentation. Now your sales pitch might be online, it might be website only, or it might be offline... you might have a physical sales

presentation that you do. But here's what I find. And remember I'm coaching entrepreneurs globally, so I see a lot of examples and case studies. I found that almost everybody could improve the results of their sales presentation by twenty percent so you could say different things, or you could say things in a different order, or you could increase the amount of proof you have for the kind of things that you say, or you could increase the length of your presentation, or you could shorten your presentation etc, but there are numerous ways for you to improve your sales presentation and in my experience when you do that right you can often improve the amount of money that you make by say, twenty percent, just by doing that one technique.

So there are four really powerful techniques, all very simple, all very quick to do, but if you them they are going to make a real difference to how much money you make in your business this year.