

Growing Your Business In 90 Days

CHAPTER 1 SAMPLE

Home study course

*by Jane Johnson,
Director of Aspect Coaching*

Growing Your Business in 90 Days

Contents

- **Background on Jane Johnson**
- **Introduction**
- **Key Elements**
- **Mistakes**

- **Modeling Successful people**
- **Practical tools**
 - **Building your list**
 - **Writing articles**

- **Developing Passive Income**
- **How to stop Overwhelm**
- **Reasons why people don't achieve the success they want**
- **Staying Motivated**
- **Getting More Done in Less Time**
- **Are you in the right Business?**
- **Conclusion and Bonuses**
- **Resources**
- **Appendix**

About The Author: Jane Johnson

Jane Johnson is one of Melbourne's leading Women's Performance and Life Purpose Coaches. She has worked with many solo entrepreneurs, small business owners and middle executives, to enhance their success in their career/business and improve their income levels. She has also helped many find more fulfilling work and clarify their life purpose. She runs tele-classes/workshops and has produced a number of e books in these areas.

As a graduate in Commerce, she has worked in the Finance and Accounting Industry for many years as an Accountant and more recently as a Learning and Development Manager, Human Resources Manager and Trainer in the Finance Industry. Her area of expertise in training is in goal setting and self-esteem, having run many workshops and trained as a Facilitator for a number of large institutions, including the Pacific Institute and the Mars Venus Institute.

Her recent experience over the last 6 years has been as a self-employed Coach, a recognized "Investor in People" Advisor, L & D Consultant, and Trainer in Self-Development. She founded Aspect Consulting, in July 2000 and has worked with a variety of clients, both in industry and the community sector. Aspect Coaching was started in May 2003.

As well as running her coaching practice, she also works as a Master Coach Trainer for the Biblical Coaching Academy, is Director of Programmes for the Biblical Coach Academy for Australian and New Zealand and is on the Board of the International Biblical Coach Foundation. She has trained with the International Coaching Academy to become an Associate Certified Coach and is a Certified Workplace Trainer.

She is married with two sons and lives in Melbourne, Australia.

INTRODUCTION

This home study course will take you through some of the key questions to deal with to witness growth of your business. If you do this on a consistent basis, then it is realistic to expect growth after 90 days. How much growth is up to you and the extent to which you follow these points and also are consistent.

Growing your business can involve a lot of issues such as knowledge, motivation, time management, marketing ability, people skills and resilience.

These are some of the topics we will cover in this home study course. Of course, not material is completely comprehensive but some of the more important factors have been dealt with here.

In coaching people, I have noticed some of the issues that repeat themselves. This material is a summary of those items that show themselves.

Take your time and go through the points carefully, considering the application to yourself. You may want to repeat the questions several times at different time intervals.

Key Elements To Have in Place to SUBSTANTIALLY Grow Your Business

1. Clarity of Purpose, who you are targeting and Detailed Marketing Plan

This may sound cumbersome but putting together the key elements of your business, is important to get clarity. When you try to write things down, it is then that you realize you may not be absolutely clear or may have missed some part.

The following are some issues you may wish to consider: -

- Who are you targeting specifically?
- What problem does your product solve for people?
- Why would people choose you above others?
- What is the value you offer people?
- How clear is your process?
- What is your Unique Selling Point?
- Is price important?
- Do you want to be Local or Global?
- What systems do you need in place to guarantee quality?
- What are some short and long terms goals?
- What is the timeframe in which to wish to achieve your goals?

Are all elements of your Marketing Plan in place?
If not what needs to be added?

2. Support System

Going it alone in many cases does not work. This is particularly true for those who have not had experience in running their own business before. Joining network groups or mastermind groups of people who are in a similar position can be very important.

Having a buddy or a coach can also be crucial to brainstorm ideas and save a lot of unnecessary expenditure. Support people can keep motivation, help give clarity around direction and strategy, provide accountability and feedback. If you live in Australia and are a small business owner there is a good network called the Micro Business Network www.mbn.com.au

Is there any way you need to improve the support system you have in place?
If so how?

3. Taking, Focused, Consistent Action

Without this nothing will happen of any substance. We need a plan of what we are going to do on a regular basis. For example are we going to write articles, how often? If we decide to go to network events or phone prospects, how regularly are we going to do this? Thinking through what you need to do to make this happen is important. This may be a plan or a schedule or maybe a coach. Think what works best for you.

Are you taking consistent, focused action?

What is stopping you?

4. Belief in our Vision

Do we believe we are capable of achieving our goals? Self-Belief is so important to stop us sabotaging our own success. We can only help people from a position of strength so we need to feel equipped and confident. Are we passionate about what we are promoting? If not this may come through to the prospect. We do not always need to be an expert in an area but more a belief that we know a reasonable amount that is of value. Many experts started off by declaring themselves an expert before others did. Also studying something consistently for 3 months can make us an expert.

How great is your self-belief?

What do you need to do to improve this?

5. Ability to Ask for Business

Without an ability to ask we can be great at other areas but ultimately not achieve our goal. Being ready to have the sales conversation, seizing the opportunity, knowing how to double close a client are very important elements to have in place. Many just do not ask for the business. This is the most important use of your time ultimately. If this is not an area of strength you may need to consider training or coaching for this.

Do you need to evaluate how good you are at this?

BONUSES

Register for a 45-minute complimentary phone coaching session with Jane at:
http://www.aspectcoaching.com/Complimentary_Session.html

Contact Jane at: <http://www.aspectcoaching.com/index.html>. Access other FREE resources, including a Goals Report (valued at \$15), on our Getting Started page by following the link.

Want Guaranteed Ways to Increase your Success in the Workplace?
Receive Jane's FREE ebook "Getting More Done in Less Time" (valued at \$30) when you sign up for our free ezine at:
<http://www.aspectcoaching.com/Newsletter.html>. Every month get tips, articles and resources to empower you to "Work Smarter not Harder".