

10 Business Resolutions for 2008

10 New Business Resolutions For The New Year

As we begin the new year, it's a good time to set some resolutions for your business. Based on my work with many solo entrepreneurs and small business owners, here are the top 10 business resolutions you should consider for your own business success in the new year.

- 1) Resolve to create a profile of your ideal customer and stick to it. Figure out who you can best serve and use this understanding as a guide for determining who to work with and who to refer to elsewhere. Anytime you feel tempted to take a "not quite right" client, refer to your profile and focus on marketing to these people.
- 2) Commit to working with only your ideal customers for this year and those after- you'll feel happier and your business will be more joyful. Ideal customers save you time, effort, and money, while being joyful and good to work with.
- 3) Promise yourself to make business decisions guided by your heart, head and finances. Too much of any one is not good but a little of all three can be very helpful when considering new opportunities or approaches. Be sure your business is being given enough of all three to flourish.
- 4) Agree to let yourself be known. Get more comfortable with promoting yourself and your business and let people know who you are and what you do. Make the shift into a "serving" mindset, where you consider yourself to be serving those you can most help.

5) Tend to your current best customers and ask for referrals to more customers just like them. This is the fastest and easiest way to grow your business. Create a referral program and incentivize your clients to make referrals.

6) Freshen up your marketing avenues. Try a new marketing approach, especially if it makes you stretch.

Keep yourself on the growing edge and keep refining your marketing. In 2008, focus your efforts on the internet and building communities.

7) Learn something new. Seeking out new knowledge and new methods can keep you feeling interested and enthusiastic even with the occasional ups and downs of business. Set aside time each week to learn something that will help your business (and you) grow.

8) Master a positive mindset. Keep your mind free of self doubt, worry, or fear. You can achieve what you desire or else you wouldn't want it in the first place. Use a support team to help get you over any rough spots.

9) Ask for help. Allow others to mentor, guide, support and coach you to reach your goals. The journey is better when it's shared.

10) Savor your accomplishments. What's the point of continually achieving business milestones if you never savor the feeling of accomplishment? The more you enjoy your business success, the more success you will have to enjoy.

Try these 10 resolutions in your business to make 2008 your best business year ever.

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