



Just for Today

At this time of year, every year, I have conversations with all kinds of business owners - those who have spent the year getting business off the ground, those who are breaking even and wanting to get to that next level and even those who have reached the next level and are being run over by their success. Ahhh, business. It can take on a life of its own. But most of these conversations boil down to one thing, and that thing is **CONSISTENCY**. How do I make my days/weeks/months/results more consistent? We all know that consistent input means consistent income. Since planning always begins with the end in mind (or as I say, start at the outcome and work the process backwards) it's not hard to see that a consistent outcome begins with consistent input.

And speaking of input, what are you "putting in" for your business for next year? What are your measurables?

How many ("A" list) people are you speaking to and how often?

- Who are they?
- Where will you meet them?
- What will you tell them?
- What do you want to sell them?
- How much (more) do you want to sell? ... and how are you managing your time, scheduling your meetings, creating your marketing strategy so you can close those sales? Consistently?

Just for today: think about the changes you must make to grow successfully through 2009. Different clients? Different habits? Different objectives? Once you know where to aim, you can figure out how to aim consistently. Consistent habits = consistent results.