



Just for Today

Success Guaranteed

Whether the economic downturn is real or perceived, it is bound to have an affect on all our businesses. Good planning will ensure that the effect on your business is a good one! Have you thought about how your business is going to support your goals - personal and financial in 2009?

Here are some essential questions you need to ask yourself to guarantee your success:

Defining your Target Market

1. What are the trends in your business?
2. Who is your target market for 2009?
3. Is this market growing, static or shrinking?
4. Do customers spend money on what you are offering and if so, in 2009, how much?
5. Do they spend enough money to make it worthwhile for you to sell to them?

Filling your Pipeline

1. Who are your prospective buyers?
2. Who are the key decision makers?
3. Who are the gatekeepers?
4. Who are your entry level contacts?

For 2009, Have a Plan:

What else can you do? Look at your whole plan for next year. What is your motivation? What are you selling? Who are you selling to? Where will you meet them? How much do you need to sell to meet your motivational goal or financial goal? What do you need to keep from 2008? What will you change in 2009

Planning for next year is the fuel in your tank for the next 12 months. Goals are just a way to focus on getting what you want. The amount of planning you do will determine whether you:

1. **Get ahead**
2. **Stay the same**
3. **Struggle**

Of course, you're the owner, so the choice is up to you! Happy New Year.