

## More Top 10 Lessons for Small Business Success

### As learned from my Twin 3 year olds

Small business success is very similar to learning to walk, talk and spell. The basics have to be understood before moving on to the next step. I am blessed to have twin 3 year old girls in my life and am amazed constantly how much I learn from them on a daily basis. As I watch them run around and explore, I find myself realizing just how much my observations apply to being successful and happy in life and in business.

So take heart in the following tips – they may come from little people but they have the power of giants. To your happiness and your success !

1. **Mirror and Mimic**– no need to reinvent the wheel! Someone has already spent the time, effort and money doing it. Find out what is working in your industry... or unrelated industries... and then apply it to your business. Are they using a form of advertising that seems to be helping them grow? Are they offering a variation on a product that is selling well? Are they using joint ventures to grow their business? Copy them... **but** use your own personality in everything you do.
2. **If it's working...keep doing it...**until it doesn't work anymore! Peanut Butter and Jelly Sandwiches go down easily but pot roast ends up on the floor. So, why force the pot roast? Granted, it's easier to tell what food works with kids more than your business (especially if you are not tracking your marketing efforts). But, if your advertisements are working... keep using them. If your sales script is working... keep using it. Business owners tend to get bored with their marketing efforts more quickly than your clients do.
3. If you **find a favourite tie, outfit, shoes** etc., that gives you the confidence to accomplish something – wear it (my girls have their favorite pajama's and they sleep better when wearing them). If that suit seems to close you more deals – wear it. Lucky shoes? Wear them. Myself... it's crazy Hawaiian shirts!
4. Always **mark your spot...** what's yours is yours... "When you find your passion in life; embrace it tightly, protect it fiercely, nourish it endlessly, trust it unconditionally – and most importantly – follow it to the end of the earth." – Troy White
5. **There are 2 ways to get attention in a busy world**
  - a. Make people do a double take and ask "say what?"
  - b. Find the person you want attention from and ask...ask more... ask again... ask in a different way – but... be nice about it and make them happy to help in the end.
6. When starting something new – **what is your "life jacket"?** You need support to get you through the tough times – because it will happen. Find a life jacket.
7. Most people drive right through (or walk around) rain puddles – be the one to **jump in and splash around** and make some tracks. It's those often-ignored opportunities that leave your mark (what are your puddles?)
8. When you learn to build a snowman it becomes easy to **recreate the motions** – keep on applying the motions to continually build new things. My girls – use snow and non-snow – to build what they continually call "snowmen". When you learn a new skill... keep practicing and using it every chance you get.
9. You **don't need a reason to have a "happy party"** – just to celebrate good friends, great clients, acquaintances or no reason other than to have some fun. A no reason... no sales pitch... party for your clients will be very much appreciated!

10. At those busiest of times the best thing you can do is **"stop, drop and watch the ants go by"**. Stop being busy – relax for a second and lose your mind for a while watching ants, cars driving by, and people walking by - just watch and learn.

By Troy White of The Fresh Idea Company. **Helping entrepreneurs jump start their business success and profit growth through uncommon, yet highly profitable, marketing techniques.** <http://www.FreshIdeaCompany.com>... sign up for our free newsletter on-line ...Call 1-877-259-4566... or email <mailto:troy@freshideacompany.com>

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