

5 KEY STRATEGIES FOR YOUR SUCCESS

A Special Report by Susan Thetford

*Re-Define Your Future, Invest in Yourself, and Change Your
Professional Life and Legacy*



Congratulations on your move to take charge of your destiny! More women than ever are starting businesses from home, and there are plenty of good reasons why:

Women want MORE –

- ❖ More time
- ❖ More freedom
- ❖ More income
- ❖ More flexibility
- ❖ More opportunities to make a difference
- ❖ More quality of life than we have experienced in the regular “9-5” world

With all the uncertainty of our job market and economy, there has never been a better time to step into entrepreneurship and take control of your future.

What do companies like Apple, Hershey's, Mary Kay Cosmetics, and the Ford Motor Company have in common? All of these well known corporations started out as home based businesses. In fact, more than half of all US Businesses are based out of an owner's home. And, women's entrepreneurial spirit is most often driven by lifestyle.

The Internet and shift to a Social Economy have made running a satisfying, lucrative business from home even more possible than ever before. Although the whole concept of starting a business can be daunting, in actuality, if taken one step at a time with clear decisions being made along the way, you can have your enterprise humming along very quickly!

Success Strategy #1: Do your Homework!

Are you truly the type of person to be an entrepreneur? Do you have the characteristics: the drive, determination, and vision to be a successful business owner? Starting a home-based business has many rewards as well as challenges, all of which can be overcome, if desired.

Consider taking a “Small Business Readiness Test” which is easily found by “googling” those words. In less than 5 minute's time the test will help you understand your readiness for starting a new business.

If you have trouble with this step, don't worry. I have further instructions in a moment.

Success Strategy #2: Create a Business Plan!

Congratulations! You have chosen your business; you are wildly approved (or are going to prove “that dumb” assessment wrong) So, now what?

It is time to create your business plan!

You spend countless hours planning Spring Break with the children, booking hotel or condo rentals, gassing up the car, packing, mapping out a route, shopping for supplies, and making arrangements to have the dogs fed...likewise, you must plan the roadmap for the success of your business as well!

A business plan is an essential component for your business' success. This is a living document that projects 1, 3, 5 + years ahead and outlines the route you plan for your company to grow revenues. It should also include an exit strategy. You do not want to spend years building a thriving business only to have nothing of value to sell or "will" as a legacy for your heirs!

Include the following:

- ❖ Develop Your Company Profile
- ❖ Write Your Goals on a Timeline with 1 yr, 3 yr, 5 yr goals and an exit strategy
- ❖ Create Your Company Description:
 - What do you do?
 - What makes you different from the Competition?
 - What markets do you serve?
 - How can you leverage your expertise into other aligned streams of income?

Unsure of how to Build a Business Plan? Hold on! I'll help you in a bit!

Success Strategy #3: Put Systems in Place!

Now that you have pinpointed your business and determined short and long term goals:

- ❖ How are you going to achieve your goals?
- ❖ How will you have the time for the life you dreamed while growing your business?

If your vision for starting your business is to live a life where work fits *into* your life... then you must have systems in place that will leverage your time in automated fashion and grant that freedom!

A clear system of work with specific objectives will produce clearly established outcomes, flow, and timing. Everything you do should contribute to your business goals and support a strategic plan.

Here are a few things to keep in mind when developing your Systems:

- ❖ Utilize low cost marketing to get more clients

- ❖ Consistently develop new relationships and nurture long term friendships
- ❖ Develop a plan to create effective and engaging marketing appropriate for your budget
- ❖ Construct a system with automated processes of communication and lead generation
- ❖ Use a system to consistently monitor progress and allow for tweaking in services or product to adapt to customer desires
- ❖ Maintain a system for product portfolio expansion
- ❖ Create a system to constantly monitor technology changes to improve your effectiveness

How are you going to develop systems? No worries. I will give you that information soon!

Success Strategy #4: Surround Yourself with Mentors!

Forging relationships that offer support, mentoring, and networking are crucial for you as you start your business. It is critical to join groups to learn skills and expertise, but more importantly, to stay energized and be inspired by other successful women entrepreneurs.

Both on-line and off-line, there are numerous strategies to connect with women. Find, both inside and outside your field of business, women who are happy to mentor and “mastermind” best practices. When businesses align perfectly, you will create phenomenal networking synergies.

The best entrepreneurs are people who love to teach, mentor, and empower other people. Tap into those resources, and then become that yourself! Abundance is the surest way to long-term success.

How will you find those key mentors and support systems? I will help you with that!

Success Strategy #5: Be Bold and Decide to Succeed!

Whether the goal is to bring needed money, replace retirement income lost, or the prestige of building something of our own, there must be a *Decision to be Successful!*

The definition of *decision* is “the process of making a choice after thinking carefully.” To *Decide* to be successful is to cut yourself away from any other possibility. Once you make the clear Decision to take yourself and your business seriously, there is a subtle shift in confidence and purpose...your message of commitment is evident. Now, as your decision is made, constantly nurture it with daily Personal Development. Sheer willpower

will get you far, but burn-out can quickly ensue. You owe it to yourself to keep pouring positive thoughts into your head every day as a reminder of just how amazing you are and that your possibilities are endless!

A full library of great motivational books, CDs, or MP3s on your phone must be one of your daily “healthy habit” rituals. Ask mentors for their recommendations of what has fed their soul; they will be happy to share their favorites.

Treat your business like a hobby, and it will pay like a hobby with customers who treat it as such. Great, if that is your purpose. But, if your goal is to generate great income, who has time for that?

Treat your business like a business, and you will attract serious business partners and customers who value your time and expertise.

If you want more information on personal development resources, I'll tell you later how to find them!

Are You Ready to Build Your Dream Business?

If you are committed to starting your business, go out and DO IT!

If you haven't found your vision...Or, if you haven't found the perfect fit and don't know how or where to start, [contact me](#) for your *Complementary Strategy Session*.

For a very limited time, I am offering a *Complementary Strategy Session* for those truly serious about their future. You do not want to miss this opportunity, [Sign up, now!](#) Let's get to work and build the perfect business to meet your personal financial and lifestyle goals.

Growing your business and going after your dreams takes courage, dedication and lots of hard work. But, it is SO WORTH IT!

To Your Overflowing Success,

Susan Thetford

[“The Best way to predict your future is to Create it” ~ Peter Drucker](#)