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The 5 Laws That Determine All Of
Life's Outcomes

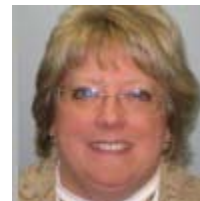
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Dear Pam,

It came so quickly that I didn't even mention it last week - David and I went to Nashville for our quarterly marketing seminars from Thursday thru Saturday.



Our marketing guru, Robin Robins started our meeting with a "Time Out." As entrepreneurs, we need to take a time out every once and a while and re-access our business.

In this issue, I'm suggesting that we take this week of our 12 week marketing challenge and do just that - take some "Time out." I'm not suggesting that you just sit back for the week and do nothing; I'm suggesting taking the week to regroup, to assess what you have done so far and see what has worked and what hasn't.

Our speaker on Saturday was Brett Harward, author of *The 5 Laws That Determine All Of Life's Outcomes*. What an inspirational, change your life speaker! He is one of the top 2 or 3 speakers that we have ever seen! He had a Jack Nicholson twinkle in his eye that made him magnetic! He spoke on getting your business to the next level - the very goal that started our 12 week marketing challenge!

The 4 letter word that we have hated so much isn't WORK, it's PLAN! Let's take this week and use it to plan where we are going. Brett said that the average business owner spends 2 hours planning for their business (and 8 hours planning the family vacation). Most business owners admit to zero planning! Let's not be most business owners! We're starting with a new 90 day marketing plan. The one that we wrote somewhere in February got lost in the shuffle in March!

When asked what they wanted their business to be, most business owners say "I don't want it to be...." Brett says, "When you are buying a ticket to go somewhere, saying you don't want to go to California doesn't help! They need to know where you want to go!"

So, for your business plan, you need to start with the end in mind. If you know you want to increase sales by 30% by the end of the year, you now have a goal that you can work from and go forward. How much money do you need to earn to increase sales by 30%? And, are you planning to increase gross sales or profits? What extra will you need to do; more

advertising, increase prices, decrease overhead?

One more point that Brett made - the vast majority of what you plan will not work! It just gives you a foundation to build on.

Back to Robin's "Time Out."

What are your top 3 Goals?

Where are you in relation to your goals?

What is working? What are you proud of?

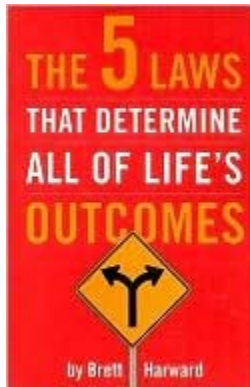
What is not working and has to change?

What are the most significant opportunities that you have to achieve your goals?

Start with the end in mind, get your goals down on paper and we'll pick up with Number 9 next week.

It only takes a minute to find a new marketing idea ~ Let's Get Business!

The 5 Laws That Determine All Of Life's Outcomes by Brett Harward



Brett says that Success is predictable. This book is about the laws that govern successful outcomes - including making more money, finding fulfillment and increasing self esteem, improving health and connections with others. The 5 Laws control our outcomes in life whether we know what they are or not. These laws control our speed and trajectory in life and most importantly how we deal with others. This book outlines in practical terms how those who are extraordinarily successful apply these laws differently than those who are merely average or above average.



Take the "12 Week" Marketing Challenge with us. Set aside a few hours to work on your marketing uninterrupted. Last week several of you invited me to join you on "LinkedIn." Send me your success stories of how LinkedIn has helped you in your business.

Week 9: We're taking "Time Out" to re-group and set some goals. We'll start back with Week 9 of our 12 Week Marketing Challenge next week. If you need help goal-setting, give me a call. You just may need someone to bounce your ideas off.

Have a Happy, Healthy, PROSPEROUS week!

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