

101 Irresistible Ways build Your Business.—Right Now!

By ANN BENNETT

1. **Boldly Begin**—Boldness has magic and power.
2. **Act as if ...Feel it!** You already are a millionaire and/or have a full-practice.
3. **Give your services to someone** who really needs them.
4. **Lead a workshop** for the people you love and your clients and don't charge them.
5. **Give your services away to 3 clients with influence** that can fill your practice
6. **Figure out the hours you want to work**— and actually stick to them
7. **Follow up within 48 hours**
8. **Host a monthly gathering** at your office or home.
9. **Write out** a list of at least 10 benefits of working with you.
10. **Write 5 things you accomplished** each day and acknowledge yourself!
11. **Join at least 3 associations** that have your ideal clients in them.
12. **Make sure to do one thing a day** for your mental, physical and spiritual self.
13. **Become known** as a problem solver for at least 3 specific things.
14. **Blog at least 3 times a week** about your philosophy and your personal observations.
15. **Send out cards & acknowledge people**—for no reason besides it feels good.
16. **Say “Yes” to opportunities that excite you** —even when you don't know how to do them.
17. **Give 10x more** than what is expected.
18. **Do not Discount** or Barter Your Services
19. **Ask for what you want.** There is power in the asking—and you just might get it!
20. **Take the edge off** — offer a Guarantee
21. **Do what You do Best** and delegate the rest
22. **Notice what you are resisting** and do it anyway—it will create more freedom
23. **Get a board of directors** to help and support you
24. **Write a Book** and don't follow the Rules!
25. **Clean out all your closets** (one room at a time / don't overwhelm)
26. **Look Good. Dress Good and Feel Good**—make it your priority
27. **Start a Meet-Up Group** to mastermind and support others
28. **Send out a monthly letter** to share with people what you are doing and what's new.
29. **Simply let go** of how you think it “should be”
30. **Always Create More Value** for yourself and others.
31. **Make Time for your Marketing**—(even if its only 30mins. a day)
32. **Be Consistent**
33. **Write Scripts** that Work and Memorize Them
34. **Join** a breakfast networking group
35. **Surround Yourself** with Positive Supporters
36. **Have a Success Buddy**—and consistently get support
37. **Tell others** what a Good lead is for you
38. **Niche your Business**
39. **Believe in Yourself**—when you don't, reach out to someone who is your Biggest Fan
40. **Create an “Idea Journal”** so you can stay Focused on the task at hand
41. **Stay focused on one thing** all the way through
42. **Have Fun, Do Good Work and Love Unconditionally**
43. **Collect Names** all the time and ask them if you can put them on your “List”
44. **Make each Client Feel Special** and strive for a long term relationship

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45. **Bookend:** when client calls are hard to make “Bookend” with a support buddy before and after the call. Let them support you.
46. **Walk Your Talk**—Make sure you are using your own product or service.
47. **Be Passionate**—it’s contagious
48. **Don’t get into “gotta get..., gotta get...Keep your day job or have a part-time job if you need to**
49. **Always go the extra mile** and add extra value
50. **Study and Master “The Money Game”**
51. **Raise your Fees**— You are worth so much more than you think.
52. **Give incentives** for referrals
53. **Ask your personal advocates** and supporters for referrals
54. **Send out a weekly or bi-weekly e-zine.**—Invite others colleagues to write an article
55. **Promoted others**—there is more than enough for everyone
56. **Use a Database Management System**—that works for you
57. **Hire an Assistant** (before you think you can afford it) or a VA (Virtual Assistant)
58. **Get Raving Testimonials** from your biggest fans
59. **Get a really good Marketing and Business Coach** that you resonate with and do the work
60. **Don’t be “the best kept Secret”.** Share with everyone—you never know who they know.
61. **Get Involved:** Get on Boards and get involved in your community—be visible
62. **Work only on the things that make you money**
63. **Be an expert** in your field (Knowledge + Results = Expert)
64. **Always be a Student**
65. **Brand Yourself** and Be Recognized from the crowd
66. **Work with Groups** to help more people
67. **Communicate what you do** so a 6 year old can understand it and could tell others.
68. **Figure out what image you need to have** so your target market wants to work with you
69. **Set up 3 short tern goals a month** and have them happen. Win!
70. **Celebrate the Big and Small Wins** (there really are no small wins so celebrate everything)!!!!
71. **Learn to Bragg** about yourself.
72. **Create systems** for your marketing—if they are getting good results keep them, but if they don’t throw them out and get ones that do.
73. **Correct and Continue**—You and Your business is a Work in Progress
74. **Set rules and boundaries** for clients around missed appointments—hold them accountable
75. **Give 5-10% discount** for paying your fees up front
76. **Offer payment plans** to make it easy
77. **Use your email Signature** to tell people about what you do and your services
78. **Join Facebook** and stay connected
79. **Offer Packages** for your clients with flat fees
80. **Make your office a sanctuary** of support
81. **Make your Voice Mail Distinct** and Attractive so people take notice and want to know you
82. **Let people know “the cost”** of not working with you
83. **Sit down with people,** friends, clients one to one....It’s in the connection the sale gets made
84. **Network to build relationships** not to “get clients”
85. **Ask, Ask, Ask for what —you want** and expect to get it—you’ll never know unless you ask.
86. **Accept failure** or rejection as an opportunity to learn
87. **Have a marketing plan of action** and work the plan
88. **Continually check in with past client** or prospects to see how they are doing

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- 89. Make you clients right even** when they aren't—because it is gracious and they're probably are.
- 90. Get your Personal Needs met** (go on and maintain a rampage of self care)
- 91. Be Open** to Coaching and everything else that supports you.
- 92. Establish the monetary value of your time**—pay someone else to do the small stuff
- 93. Plan and Take a Vacation** each and every quarter
- 94. Tell people what you want them to do**—they need you to tell them
- 95. Be completely responsible** for everything (the good, the bad and the ugly)
- 96. Filter people out** that you don't want to work with
- 97. Find out why people have not been referring you**—get curious, be open, listen
- 98. Always serve don't sell**—no one like to be sold
- 99. Ask for feedback** from your best clients
- 100. Don't ever give up**—failure is not an option
- 101. Laugh Loudly, Love Deeply and Make a Difference**