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Tuesday, February 25

A Few Thoughts about "Success" by Sharon Williams

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Jack of All Trades
Tuesday, February 25, 2003

A Few Thoughts about "Success"

by Sharon Williams

They say beauty is in the eye of the beholder. Well, success can be defined by the boundaries you, as an individual, establish. Personal, business, whatever; if you let others determine the measuring tool, they also determine your level of success. However, if you do what you do best - be yourself- success, as you define it, will follow.

THE BUSINESS

Smile, and have your introductory company ad down to a two or three minute presentation. That's what the experts say -but what if you're a poor public speaker? Practice! Practice! Practice!

Some say use props to get your message across. How about innovative business cards, a company oriented crossword puzzle, or a catchy looking postcard with follow-up phone call? Any of the above may help get your message heard, but the best method is - do what you do best, and success will follow.

WORK WITH OTHERS

If sales is not your forte, joint venture with a sales team. Design and promotions not your best skill? Then work with a marketing company. Don't be afraid to network, and barter services to get your message out. And, offer what you do best to other companies. You will be surprised at the responses you may receive.

There are times when the business owner is not the best person to assess a situation. Being too close to the topic, she tends to look at it from one frame of reference, ownership and the bottom line (cash flow), instead of as the consumer. By joining an "executive dialog group" or similar body, business owners, managers, etc., bounce their ideas, issues, and problems off of other non-competing owners, managers, and key personnel. Think of it as an informal board of directors. It's a way to share experiences, discuss your topic with issue-oriented persons, network, and get feedback . . . from your peers. And it allows you more time to do what you do best - and be a success.

Three strikes does not have to mean you're out. If you try a system that does not work, it could mean it didn't fit your needs. Of course, investigate before you invest; but, once you find something you feel comfortable with, go for it! If it fits your personality and pocketbook, and compliments what you do well, give it a shot.

Doing what you do best can apply to so many concerns; business, personal, investments - it's all in knowing yourself, your positive attitude, where you want to go, and how you want to get there. If you don't already know, jot down your interest, likes and dislikes. Then rank them in priority order. Determine the feasibility of attempting such a venture i.e., time, financial investment, regulatory requirements, market, family commitment, etc. Don't reinvent the wheel - somebody out there has probably tried something similar; and if it fits - do what you do best. Be you, and success, on some, level will follow.

Everyone is not going to be #1. That doesn't stop us from striving to reach our personal goal. And, a lot of us don't want the stress that goes with "success." However, don't lose sight of your individual essence, or lose confidence because you stumble along the way. Being yourself always is best - and success, as you define it, will follow.

Sharon Williams is a Master Virtual Assistant and president of The 24 Hour Secretary (www.The24HourSecretary.com). Her company has been providing administrative, secretarial and virtual assisting support since 1990. She is the author of Marketing Your VA Practice: It's Not About Money, It's About Having the

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Right Strategy. The publication offers business-marketing strategies that won't break the bank. For information about the VA industry, business support or marketing, contact Sharon at: sharon@The24HourSecretary.com. To order marketing strategies book, visit: www.The24HourSecretary.com.

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