

SUBJECT: Getting More Customers – a Homework Assignment for You

In Eli Goldratt’s best-selling book, The Goal, he talks about how bottlenecks stop us getting to the next level.

Think of it like this: there’s a log covering the mouth of a river, and all the leaves are building up.

They can’t get past the log.

Nothing will happen unless that log gets moved.

Now imagine that log is your ability to get more customers.

Without it, you’ll keep going around in circles for years.

The problem is there’s too much conflicting and confusing information out there about getting new customers.

You are trying hard – a bit of social media here, an Adwords campaign there, a newsletter here, reading this and that, learning more and more information – but is it converting to customers walking through your doors?

These days there is actually TOO MUCH information out there.

What you need is direction & CLARITY.

You need to know the exact 1-2-3 steps you need to get results, instead of trying every new thing that pops into your email... hoping you will somehow stumble upon the answer and everything you’ve been promised will come true.

Here’s an exercise I think will help clarify things for you, if you’ll simply set aside 10 minutes and do it:

What would your business and life look like 12 months from now if you doubled your number of customers? (and they were chasing you, instead of you chasing them?)

How would that feel?

What are the top 3 problems to overcome to make this a reality?

If you overcame the “customer-attraction-bottleneck”, how much do you think your business could earn?

What could you do that you can't do now? How would your life be better?

Now... for the second part of the exercise:

How are you going to be affected if you don't change anything, and continue to do what you're doing now? What will you miss out on as a result of this?

What are the consequences for your business? Finances? Quality of life?

So... what is the difference?

Can you see just what sort of an impact it can have on your business if you can push the "get more customers" log aside and release the bottleneck?

Can you see how it opens up a whole new world of opportunities to you?

The question is:

Are you truly serious about making the change? Are you truly serious about turning the first part of this exercise into your reality?

Only you can make it happen.

Are you ready to grab the bull by the horns and do it?

Something to think about.

All for now,

Scott Bywater

<http://www.scottbywater.com/>

<http://www.scottbywater.com/proof> (check out this if you think advertising doesn't work)

SUBJECT: Questions for me???

Just checking in...

Do you have any questions about working with me?

Or about getting your business from where it is now to where you want it to be?

Seriously, I can help ;-)

There are still a few slots remaining in my coaching program... so you might like to consider this:

<http://www.scottbywater.com/shoestring>

Warmly,

Scott Bywater

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