

20 Tips to Start and Grow a Successful Business

1. Define what 'success' means to you

Dictionary definition - the accomplishment of an aim or purpose

What does 'Success' mean to you? What is the aim or purpose of your business? What difference will your business make to your customers? What difference will your business make to your life?

2. Have clarity

Be clear about what you want to achieve with your business, both for your customers and for yourself. How are you going to accomplish this? What do you need to do to make it happen?

3. Identify your strengths

What are your strengths and how can you use them to your advantage within your business? Can you create a business model that maximises the impact of these particular skills? How can you make your strengths an asset to your business?

For example, if you're a natural on camera/video you could incorporate lots of videos into your business model.

4. Neutralise your weaknesses

What are your weaknesses? How can you neutralise them? Can you minimise the use of these particular skills in your business model? Can you outsource the tasks that rely heavily on these skills? Can you take a course to gain more knowledge or improve your abilities in this area? What's your plan?

5. Make planning a priority

Planning is essential to business growth and success. Consistently set aside time to work ON your business and towards your business goals. It's so easy to get caught up in the day to day running of your business that planning time can get pushed aside.

“Failing to plan, is planning to fail.” - Alan Lakein

6. Be proactive

Think in advance about what needs to happen in order for you to reach and pass each milestone on your business success plan.

7. Break your big goals down into bitesize goals

Sometimes a big goal can be daunting, You can overcome this by breaking it down into mini goals/targets at certain intervals to make it more manageable.

For example, your big goal could be to earn £60,000 this year. Breaking it down into monthly targets of £5000 can make it feel more achievable.

8. Set weekly goals

When you set and accomplish weekly goals that move you closer to reaching your business goals, you'll build the momentum to succeed. And it will keep you motivated, focused and moving in the right direction.

9. Don't give up

You cannot fail if you never give up. If Plan A doesn't work try plan B or plan C. Keep on trying new ideas/strategies/techniques until you discover the one that works for you.

10. Choose progress over perfection

By choosing progress, you allow yourself to improve without the fear of failure and it also encourages continued growth by highlighting how far you've already come. Perfection, on the other hand, can produce feelings of inadequacy, when not met.

11. Take it one step at a time

Keep working toward your goals, one step at a time. Take baby steps if necessary, just keep moving forward.

12. Stay open to new possibilities

Stay open to any new opportunities that you come across along your business success journey. You may find an unexpected gem that leads straight to your destination at double speed.

13. Don't be afraid to make mistakes

You learn more from mistakes than successes. Reframe the way you think about them. Instead of seeing mistakes as failures, think of them as lessons that you needed to learn in order to move closer to reaching your goals.

14. Surround yourself with successful people

Being around other successful people will naturally inspire you, encourage you and help you to fulfil your own potential.

15. Don't sweat the small stuff

Avoid letting minor issues deter you from chasing your goal.

16. Expect delays and challenges

Along your business journey you will experience delays, challenges and sometimes setbacks. Avoid letting them derail you. Take a detour, find another way and keep moving towards your goals.

17. Let your Creativity flow

Think outside the box. Don't be afraid to try something different or new.

18. Don't be afraid to ask questions

Never be afraid to ask questions about how someone else became successful or achieved something that you want to achieve.

19. Visualise your success

Close your eyes and imagine how it will look and feel to achieve your goals. Connect with those feelings and let them inspire you to succeed.

20. Take care of yourself

Everyone needs a bit of rest and relaxation to recharge and garner the strength to move forward. If you take breaks, you'll be bright-eyed, bushy-tailed and ready to accomplish the success you so truly deserve.

Apply these suggestions consistently and you'll create the successful business that others only dream about!