

# New Business?

*Dream  
On!*



Cheryl Rankin

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Congratulations! You are a new business owner. You are energized and focused on your new adventure. You've registered the business name, opened the bank account, got the business cards, organized your desk/office and now you sit and wait for clients...wait for clients...wait for clients.

Here is a bit of reality. Running your own business is a lot of work. But the best part of the new business is the dream that comes with it.

What is your dream? How detailed can you make your dream? Be specific about the amount of money that you want to make. Know your expectations for your time commitments. Identify any special results that you want to achieve (have a newspaper article written about you, have 100 clients, write a book).

As far as your financial dream goes, figure out how much you need to make in one week. Calculate how many clients that you need to make this amount of revenue. Do the calculations again for how much you need to make daily. What are you doing today to generate that much revenue? If you need two new clients a day then every day you need to be pro-active in looking for 2 or 3 new clients.

As you start your business it is important to the growing process to do as much of the selling in person, as is possible. You will get better results if you meet the person who is going to buy your product or service. Shaking hands or talking to someone on the phone is a much stronger sales presentation than a fancy marketing package or a fancy e-mail. The best part of the in-person sales approach is the word of mouth marketing that happens when you deliver good service.

Imagine your perfect business day, what are you doing? As a full-time business owner, you want to try your best to be pro-active 8 hours a day. That means administrative type duties, and non-proactive duties like responding to e-mails or going to the bank need to be done outside of business hours. As a part-time business, be sure to put enough time into it to match your financial dream.

The special results that you are dreaming about will require some planning. Identify what you need to do to achieve these results. Sometimes just writing down the list makes it easier to turn the dream in to reality.

Running your business will be hard work but almost everyone who is a business owner will tell you that they love it. Make your business dream a reality by creating an action plan and then getting out there and being pro-active!

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*Fit For Business is a business-consulting and training company. Hiring Fit For Business is like hiring a personal trainer for all aspects of a small business. Cheryl, President of Fit For Business, has over twenty five years of experience in a variety of positions in sales, marketing and management. She brings a diverse array of skills to assist her clients in improving their performance.*