

THE

Success

CYCLE

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Building a business does not have to be difficult. It requires effort, but, it can be enjoyable and should NEVER drain your savings or your sanity!!

The most important components of creating a thriving business is a clear VISION followed by a PLAN OF ACTION to bring your vision to life.

It is a heck of a lot easier to take action and step out with belief and confidence when you have a plan to take you there.

The lack of a clearly defined plan can keep you stuck in a cycle of learning but not earning.

No matter how many certifications you have or how much knowledge you possess, you won't have a successful business until people understand the value you provide TO them.

The struggle stops **when you decide it stops.** Everything begins with a decision. Success is never a result of force, it's a result of flow. That flow happens when you have a streamlined process in place that creates dynamic results. But it requires YOU to decide where to place your FOCUS.

If you want a successful, freedom based business you have to stop bouncing from one strategy to another. You'll achieve your goals much faster when you narrow your focus.

Which means the faster you implement a plan of action and follow that plan consistently, the faster you'll see results.

If your floundering and feeling like your losing your ambition or just plain fed up, apply the following steps:

- 1.** VISION
What do you want & Why?
- 2.** Define your expertise and who would benefit the most from your knowledge.
- 3.** Focus On What You Want, NOT what you don't want.
- 4.** Apply the rule of ONE:
Solve One Specific Problem
For ONE Specific Audience
Focus on ONE Specific Offer

5. Show up often, pick a platform and show up regularly.
6. Follow Up, Follow Up, Follow Up
People rarely buy the first time.
7. Stay the course, consistency pays off.

The more specific and focused you are in your business the faster you'll become profitable.