

Does Everyone Know?

Does everyone know what you are doing? There could be a few reasons why you haven't told everyone yet. Maybe you aren't sure if this is really what you want to commit to or maybe you are waiting for it to be perfect.

If it is the first reason, it is important to decide quickly, as a business is hard to do regardless, and if you aren't committed to it, things become even more difficult.



If you are waiting for it to be perfect before you launch, remember that your first few sales and brand awareness takes a long time. Think how long you will have before you have the first sales, so could some of the pieces that you are working on be delayed once you have a sale?

Starting to tell everyone what you are doing as soon as possible is important, as you want to start building word of mouth and brand awareness. This can take up to 20 touch points and years of work to develop, so getting started as soon as possible helps you.

TIP: Make sure that you are ready for a response.

Business Solver Modules:

- ❖ 30-Second Pitch
- ❖ Visibility
- ❖ Networking For A Difference

