

## Still Think You Are Doing The Right Things?

Having your own business isn't easy. Some days are the best days ever, while other days are pretty close to the worst.

On these down days, we tend to reconsider everything;

- Should we even be in business?
- Why don't I get a job?
- Wow! What's next?

TIP: Bad times are good times to do a reality check.

Take these downtimes for what they are really good for, a time to take a realistic moment and reassess if something can be tweaked for the better.

Consider;

- Who are my customers these days? Are they who I thought they'd be?
- What is my profit? How does this look for the year? How does my pipeline look?
- Do I still find myself going in many different directions? How can I keep my focus?

Business Solver Modules:

- ❖ Is There A Need?
- ❖ Competitive Analysis
- ❖ Competitive Edge

You should start narrowing down your revenue streams and get a better understanding of your ideal customer. This reality check gives you focus to move forward.

