

# The Need for Speed

## TOP TIP **TUESDAY!**



**One thing we learnt very early on in business and that we're very grateful for, is that speed really matters.**

A thing that a lot of business owners forget or may not even realise is that money is attracted to speed. There are things in your business that you know you should've done already this year. There are things that you know that you should be doing right now this month. This week. Today!

But other things get in the way. Other things that are less important for the growth of the business. They may be more urgent, but they are less important and certainly less strategic, and they aren't the things that are gonna get you and your business to where you want to be. And it's because you're not embracing speed in your business.

Every time we've seen big success in our business and the local businesses of Eastbourne, it's always happened fast. Your ability to grab hold of the idea, the initiative and to make it happen is key. Sometimes it won't work but much better to fail fast and get on to the next thing. We've met with and seen too many business owners that are not embracing speed and their sales, their turnover, their profits and therefore their lifestyle is suffering because of it.

Life for all of us is short. None of us know how long we're going to be here. None of us know what's around the corner, yet we're sat on opportunities in our business. The only thing stopping us is our ability to embrace it and make it happen.

So our tip this week is to look at your diary. Block out some time to grab hold of the one or two things that you know you should be working on – the campaigns that you've not launched, the ideas, the services, the products that you haven't kicked on with.

Get 'em, Grab 'em, Make 'em happen.



Call David Ruddle on 01323 406060 if you would like to discuss marketing your business with thebestof Eastbourne

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