

Don't be a 'doer'!

TOP TIP TUESDAY!

I'll start this week's Top Tip Tuesday with a quote from one of the great marketers of the modern age – Dan Kennedy:

"The first big leap from ordinary business to big income business comes quickly once the business owner makes the intellectual, emotional and actual switch from 'doer' of his or her thing to 'marketer' of his or her thing."

That says it all really.

Your job as a business owner is to get a sufficient number of customers buying from you. The only way you can be sure that you're doing the best you possibly can in this regard is to think of yourself as a marketer of whatever it is that you do.

So if you sell flowers, you are NOT a florist. You're a marketer of florist services. If you're a plumber, you are a marketer of plumbing services. If you own a dress shop, you are a marketer of a women's fashion boutique. This mind-shift from 'doer' to 'marketer' is sooooooooooooo important!

It's very difficult, if not impossible to achieve your true potential in business without it. You see, most of your competitors see themselves as 'doers' of their thing. The minute you begin thinking of yourself as a marketer, you gain a huge advantage over them. Now don't get us wrong, we know that there are times when you have to 'do-the-do' in the business, but not setting time aside to be a 'marketer' of your "thing" is only going to hinder the growth and success of your business.

Making this shift from 'doer' to 'marketer' is a lot easier than most people think and we can help you do it. Give us a call on **01323 406060** to talk to us about making this shift happen in your business.



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

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