



Trust Yourself & Transform Your Business

- Welcome
- Thank you



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Trust Yourself & Transform Your Business

- Goal Setting
- How to deal with criticism and negativity
- Business Resources
- Trust Yourself at all times

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Goal Setting

- What are your business goals for 2010?

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Goal Setting

- Goals
 - Specific
 - Measurable
 - Realistic

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Goal Setting

- Create a timeline to achieve the goal
- Breakdown your goal into small steps

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Goal Setting

- Double 2009 sales by December 31st 2010
 - Include dollar amount

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Goal Setting

- Follow up questions
 - How much do you need to increase each month to reach that goal?
 - Create monthly sales goals
 - What are the marketing strategies you can implement?
 - Who could help you in achieving that goal?

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Goal Setting

- Steps to increase sales
 - Prepare media kit (Get free publicity)
 - Research media contacts
 - Develop a marketing budget
 - Research affordable ways to market
 - Social Media

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Goal Setting

- Steps to increase sales
 - Create a marketing plan
 - Execute the plan
 - Create cross-selling strategies
 - Increase prices - ?
 - Consult with a marketing coach
 - Take action
- For each step, assign a deadline

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Goal Setting

- For each step, create a strategy to achieve it
 - Do research
 - Visit Brooklyn Business Library, talk to a librarian and research at least 3 databases/books/articles to describe the Market size and complete this session of marketing plan by March 1st 2010.

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Goal Setting

- To share or not to share?
 - Accountability
 - Risks
- Commitment

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Dealing with Negativity

- Listen to the advice
- Don't take it personally
- Identify their reasons

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Dealing with Negativity

- Ask someone else's opinion
- Do additional research
- Adjust your actions accordingly
- Don't be stuck for too long:
 - Take Action!

Example

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Business Advice

- Mentors
- Support Group
- Advisory Board
- Associations

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Business Advice

- Business Coach
- Not-for-profit organizations
- Brooklyn Business Library

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Resources

- www.sba.gov
- www.nylovesmallbiz.com
- www.nyc.gov/portal/site/businessexpress
- www.biz.brooklynbusinesslibrary.org
- www.ldceny.org

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Trust Yourself

- Take some time to:
 - Meditate
 - Practice a sport
 - Play music instrument
 - Read a book

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Trust Yourself

- Journal
- Create a vision board
- Always reflect before following someone else's advice

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Ask Others, Trust Yourself

- *Ask Others, Trust Yourself: The Entrepreneurial Woman's Key to Success* by Elisa Balabram
- www.askotherstrustyoursself.com

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Questions?



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