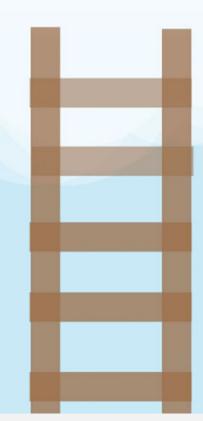
### Success is NOT an Accident Habits, Goals & Process

"Successful people are not gifted; they just work hard, then succeed on purpose." –G.K. Nielson





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#### Success Agenda

- Good & Bad Habits
- Setting Goals for Success
- Creating Processes that Work
- Succeeding on Purpose
- Open Mic





# If you could choose **what** to do each and every day, what would it be?





#### **Good** Habits are Strengths

- Focus on what you **are** good at
- These are typically the things you **like** to do
- Understand your strengths and play to them
- Decide what it is you want to do (if you do not know)
- Create strategies to capitalize on good habits & strengths

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- Never ever put yourself down
- Always build yourself up
- Create goals



### For when I am weak, then I am strong...





#### **Bad** Habits can Become Strengths

- Analyze your weaknesses
- Can the weakness become a strength?
- Outsource what you are **not** good at
- Build a strong team by hiring people that do what they are very good at (their strengths)

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- Never ever put yourself down
- Always build yourself up
- Create goals



### A goal, without a plan... Is just a dream





#### Success is **NOT** an Accident





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#### **S** - Specific

Be specific setting goals about what you want to accomplish.

- Who Consider who needs to be involved to achieve the goal.
- What Think about exactly what you are trying to accomplish and don't be afraid to get very detailed.
- When Set a realistic timeframe for the goal.





#### **S** - Specific

- Where This question may not always apply, especially if you're setting personal goals, but if there's a location or relevant event, identify it here.
- Which Determine related obstacles or requirements. Is your goal is realistic if you have never been on a computer?
- **Why** What is the reason for the goal? Does it increase revenue? Does it create a better customer experience?





#### M – Measurable

What will you use to determine if you meet the goal?

- Time
- Money
- Number of new clients
- New skill acquired





#### **A** – Achievable

How important is the goal to you and what you can do to make it attainable? The goal is meant to inspire motivation, not discouragement.

- Develop new skills
- Change attitudes
- Hire new people
- Buy new tools





#### **R** – Relevant

Relevance means focusing on something that **makes sense** with your broader business goals.

- Does this goal make an impact on your business?
- Will this goal create higher revenue?
- Is this just busy work?

**Example:** I don't create a lot of invoices (less than 100 per month), so would spending a lot of time and money on state of the art invoicing and accounting systems be wise?



#### **T** – Time-Bound

Anyone can set goals, but if it **lacks realistic timing** (or no timing), chances are you're not going to succeed.

- Provide a target date for deliverables
- Ask specific questions about the goal deadline and what can be accomplished within that time period
- If the goal is lengthy, create milestones
- Providing time constraints also creates a sense of urgency.





#### Without continual growth and progress, such words as improvement, achievement, and success **have no meaning**.

- Benjamin Franklin





#### Goals Lead to Growth

Goals lead to growth but growth also requires:

- Standardization
- Processes
- Training
- Scalability





#### **Growth** Pitfalls

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- Getting stuck in "hero mode"
- Not adding enough structure to keep up with growth
- Assuming your tech can scale without humans
- Not creating proper process or training



#### Systems & Processes for Growth

- The shift is hard for the visionary founder-owner (us)
- Growing your business is fun
- Systems and processes are not fun
- Systems and processed must be repeatable
- They should be step-by-step actions
- All process should be documented
- Training may be required for some functions
- Don't OVER systemize or get into process paralysis
- Ask yourself, is this necessary?



#### **Examples of Processes**

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- Onboarding new SEO client
- Creating a new website
- Monthly content writing
- Creating a logo
- Building a reputation
- Reporting to clients
- Billing customers
- Asking for 5-star reviews



#### Process Maps

- Creating processes visually often helps
- Map out steps
- Be open to change
- Processes change over time
- Don't do things just because you have always done so





## **Discipline** is the bridge between goals and **accomplishment**





#### End of Year Action Items

#### **Review 2018:**

- Review 2018 successes / failures / goals
- Review financials your profits / losses / profit margins / ROI

#### Set your 2019 goals:

- Write down your 2019 goals (use the SMART worksheet)
- Create a plan of action to accomplish your goals
- Create a growth strategy (incl. new processes / hiring)
- Review progress quarterly



#### Lisa's Complete **DFY Services**

- Website Design
- Logo Design
- Printing
- SEO

- Press Releases
- Videos
- Tier 2+ Sites

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• Direct Mail

Depending on your membership, you **receive a %** of the profits. **We do all the work.** We'll even close the sale for you!!



## **OPEN MIC**

- Your questions
- Business scenarios
- Service review
- Look at a website
- Ask anything!!





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#### Thank you!

For attending the

#### Sales & Strategy Mastermind Webinar

For any questions or issues, please reach out to **Lisa on SKYPE: PortsideMkt** 



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