

Categorized | **Mindset**

## 12 Tips to Help Your Business Succeed

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*Project Campfire is a vehicle for you to share your ideas and tips with your peers online just like just like our ancestors did when they sat around the campfire sharing their own wisdom and experiences by way of story telling. Join Us @ Project Campfire!*



### Be True to Your Goals

When you initially set up a business, you have specific goals and targets. Stick to them as zig zagging along a path just makes that path much longer. It is tempting to accept any business offered to you, however when you waiver and go off track, you need to get back on track to keep going.

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Tania Elmer, Mana Property Management Ltd

[www.manaproperty.co.nz](http://www.manaproperty.co.nz)

### Be Positive and Celebrate!

Celebrate your successes AND your failures. Find something positive in every failure. Ask yourself: What did this teach me? What can I do differently next time? Turn every failure into a learning lesson. At the end of the day list 3 things you achieved today. Focus on the positive feeling, hold onto it and celebrate your success and the newly gained insight and wisdom.

Gabriele Wehler, Clarity Coaching

[claritycoaching.co.nz](http://claritycoaching.co.nz)

### Fast Start Guide To 90 Day Marketing & Action Plans

As a new business owner it's easy to get overwhelmed. Remember though there's no money in what you do! The money in business is made in the "marketing and selling" of what you do. Most new business owners forget this which is why it's good to put together "90 Marketing & Action Plans" that help you stay focused on what's important in the early stages on running your business... "Marketing & Selling" of what you do!

Scott Wilson | OnPage1 Media Limited

[www.LeadsAndProfits.com](http://www.LeadsAndProfits.com)

### Follow your Passion and Life Purpose.

You are working 40 plus hours per week as a business owner. Make sure you enjoy your work. Then you will be happier for those 40 plus hours, and in a positive mindset to overcome the challenges that come your way. Ask for help if you are not sure you are aligned, and follow your gut feelings. Many successful business owners trust their instincts. You trust yours.

Janice Davies APS – Attitude Specialist

[www.attitudespecialist.co.nz](http://www.attitudespecialist.co.nz)

### Believe in yourself!

Launching a company in the middle of a worldwide recession forced me to believe in myself and my product. You must constantly remind yourself why you are doing what you are doing. Focus on your vision. Be prepared to research and learn, and put your new knowledge into practice. Be open to new ideas and never turn down a challenge. It's an adventure worth participating in , just go for it!

Marion Jackson, My Virtual Assistant

## Love what you do

Ensure that the business you are getting into fires you up and truly interests you. The first years require energy, passion and courage. Ensure you have honestly understood the costs and capital outlay required.

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## Never lose your enthusiasm

One very important element of a small business is that the owner must never lose his/her enthusiasm. It was enthusiasm that originally formed the basis for starting the business. I know it is difficult to show enthusiasm when times are tough. Always portray that enthusiasm to the outside world (customers). If you show excitement for your business your customer will pick up those vibes and have empathy with you.

**Dennis Clark, The Paint Basket**

[www.paintbasket.com](http://www.paintbasket.com)

## You're not Superman

There will be a tendency to try and do it all. Resist the temptation. Do some soul searching. What are you great at? Focus on that and where possible that alone. Surround yourself with people to fill in the gaps. Surround yourself with great people with different skills, talents and experiences and listen, really listen. Make it your objective from the outset to make yourself redundant.

**Lee Cooper , The Recruiters Little Black Book**

[www.transcendexecutivesearch.wordpress.com](http://www.transcendexecutivesearch.wordpress.com)

## Have a "Business Retreat"

I founded my company in January of this year. My best tip is to have a "business retreat" with yourself every month around the same time, preferably the first week of the new month. I have mine at a local diner and I bring my client notes, time reports, articles and financial data. I review best practices of the month and look at what didn't go so well. I then review my time reports and client notes. Then I plan for the next month. It has been a very useful activity for me.

**Frankie Williams**

[www.frankiewilliams.com](http://www.frankiewilliams.com)

## Know what drives you

Values are the things that motivate you. Define your core business values and what they mean to you. Values will be embodied in the culture of your business so you may as well establish them overtly and on purpose rather than have them develop accidentally and perhaps in conflict with your own. Being authentic means behaving in alignment with your values so people know what you're about.

**Stephanie Philp, MetaMorphosis Ltd**

[www.metamorphosis.co.nz](http://www.metamorphosis.co.nz)

## Success is 30% strategy and 70% Psychology

We know that whilst strategy is important in achieving results we also need to work on our minds. Example of this include overcoming limiting beliefs around sales, using the right languaging in communications and following a clear process to ensure that our team members have their thinking supporting them to achieve their personal and our business goals.

**Elena Kostyugova, Success in Mind Ltd**

[www.successinmind.co.nz](http://www.successinmind.co.nz)

## Have Patience! Business Works In Cycles – Up and Down and Up...

Plan – Be clear about what you want and how you want to get it. Whenever feeling like you're not getting anywhere, look back at this plan to clarify this to yourself. Time management then follows, if you know what you want and how you want to get it, when you're in the process of doing something for your business you need to regularly ask yourself, does this serve the plan?

**Kelly Muirden, Wildfire Solutions Limited**

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