## THE 5

Mistakes to

AVOID

When Growing A



Business

## **5 BIG Mistakes to Avoid**

When Growing Your Creative Business

You have an idea, you get business cards and you create a website...you're ready for business - right?

## WRONG!

There are 5 BIG mistakes people make when developing their business. It's easy to think, "I don't need to do this!". But, in reality, if you want to create the success you are dreaming of, you can't afford to make these mistakes! (I know I've made all of them.)

- **1. You can be all things to all people.** Focus and clarity are the cornerstone to your business development. Become the expert (a specialist) at the one thing you are passionate about doing.
- **2. You can do this on your own.** Ask for help! Build your resources, your network of advisors and mentors. And, your resources can be your best source for referrals. They have witnessed your transformation into the expert that you are today.
- 3. You don't need to sell, your products will sell themselves. YOU are the creator of your product and/or service. Yes, we like to believe that what we have created will sell itself, but it won't without your passion, enthusiasm and expert knowledge that comes from you. Marketing and selling are key to growing a business. The old ways of selling are long gone. (Think used-car salesman). Selling and marketing is about connecting to your ideal clients and resources in a genuine, knowledgeable and intentional way.
- 4. You'll plan as you go. Not having a solid foundation and a plan for your business growth and development will lead you to a standstill. Jumping into a business without crafting a vision, a plan (business, marketing, financial), knowing who your ideal clients are and a plan for inspired action will keep you from the success you are dreaming of.
- 5. You hit your goal, now you can sit back and take it all in. It is essential that you are always learning and evolving your expertise and business skills.

Believe me, you'll make mistakes along the way. We learn from our mistakes, but when we learn from other's mistakes we move forward more quickly and with a more clear idea of our direction.