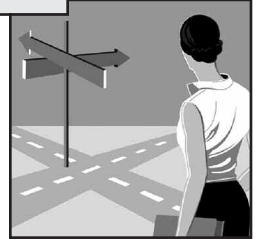


Enhance Your Business with Connections

Thinking Recovery and Not Recession



I'm hearing the word "recession" way too much these days, and it's a word that has the sole purpose of causing fear. No one can really define it, what it means to each of us exactly, so it's a word that has no value.

The power the word has, though, is to potentially close us off to opportunities around us. If we're thinking that a recession is going on, then we're more likely to talk about a decline in business, and assume that it's nothing that we have control of. If we're thinking that this business climate has great potential, then we'll look at a decline in business as a blip in income, and use more focused marketing to get our ideal client.

In case you think this is a manipulation of words only, take my word for it that people are making their fortunes right now by taking advantage of what's going on. The stock market has fire-sale prices, and the smart investors are buying up the bargains. The stress level has increased, so health care individuals are offering special packages to deal with stress so that their clients can make better decisions in this uneven time. The big financial companies are buying, at sale prices, the financial companies that are faltering.

This shake up has the advantage of weeding out the solid businesses from the less solid, the experts from the novices, and the seasoned from the

Johnny-come-latelies. Presenting yourself as an expert in your field with years of experience can only serve you now, because the battered consumer wants to know that he or she is spending money wisely.

This is the ideal economic climate for you to focus on profit. What makes you the most money? Which jobs take the least time for the most money? How can you bring more of that type of work in? What can you do to increase profits without making more work for

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yourself? When were you most profitable and what were you doing differently then? How can you incorporate what worked then into what you're doing now?

This is also the time to define and pursue your ideal client. Who are you trying to reach and why? How can you connect with them or those that know

them in the most effortless and effective way? How can you introduce more fun into the process so that networking feels like recess?

Sometimes the only time we have to delineate these answers is the sweet and rare down times that the business cycle offers. This is the time to organize your systems for more effortlessness. Take this time to beef up your profit, specify your ideal client so that you can pinpoint your effort and make the time count. And take time for yourself, to rest and take a breath. Preparing for recovery is looking towards solution, finding your opportunities and pursuing them joyously.

by Susan Bross

Susan Bross is a Financial Counselor and Owner of Brossmoney LLC. Since 1992, Susan Bross has been helping individuals, couples and entrepreneurs have an effortless and effective money life and get the most value from the money that they currently make and/or make even more money. She has presented to audiences throughout the Bay Area regarding the healthy ways to think about money and the best behaviors to adopt around money to create the financial life that they desire.

Resources:

Marketing Guru Robert Middleton: apm@actionplan.com, get on mailing list (free)

Uplifting Daily Messages: dailyquote@abraham-hicks.com (free)

Marketing on the Web: Julia Stege's free Google webinar. inquiry@graphicgirlz.com

Developing a Marketing Plan: Cynthia Riggs, cynthia@bizdiva.biz

Thinking abundantly: Jan Kucker's abundance workshops, wingsofangels@sonic.net