



## Battle Market Uncertainty by Running a Great Business



Are you leaving money on the table because you aren't running your business as effectively as you could? What do you need to do now to stay ahead of the curve?

Here are some ways to reduce insecurity for your clients and employees, streamline marketing, and take advantage of technology with strategies to build your business.

1. **Clinch Client Commitment.** Are you addressing the concerns of your clients so they are confident with your advice?

Put yourself into your clients' lives. This is a time of fear for many people.

Uncertainty abounds. Your clients are getting confusing information from the media and their friends. They need reassurance and quality information from you.

Go where your people are. Do you know what they are thinking, what they are planning, and where their "pain points" are? If not, spend a little time where your clients are.

Follow your people. Read their Facebook pages, their websites, and their LinkedIn profiles. Watch their YouTube videos.

What are your clients thinking about and what worries them?

- Are your clients changing jobs? You can probably find out if you connect with them on LinkedIn. Who do you know who is hiring for their skill set? What? You don't know their skill set? Maybe it is time for a lunch meeting to figure out how you can help during this

So be findable. If you need help, look at Heather Lutze's *Thumbonomics* at <http://www.amazon.com/Thumbonomics-Essential-Business-Roadmap-Marketing/dp/0983866708/>

Unless you are Al Capone and have a lot to hide, what you do should be clear and understandable in your online presence. People cannot easily hire you if they are confused about what you do.

Building a business take time, energy, and focus. Planning for future growth means understanding and addressing the concerns of clients and adapting to changing market needs.

Please share your feedback on this article on [my blog](#).

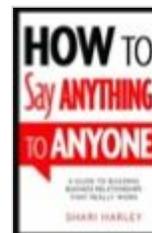
## Mary's Updates

### Mary's Video of the Month ~ Online Marketing Tools ~



This month's featured video is entitled "**Online Marketing Tools.**" In today's article, I touch on the importance of being findable. Please watch the video by clicking on the image above and learn more... Remember, if they can't find you, they can't hire you!

## Mary's Book of the Month



[How to Say Anything to Anyone](#)  
by Shari Harley

My friend Shari Harley wrote *How to Say Anything to Anyone* on how to regain candid

transitional period.

- What new product, service, or promotion are your clients involved with? Make it a habit to peruse their websites for news, and then figure out a way to help promote them. Offer to do a press release, get them an interview with a local radio talk show host, or forward news of their business to people who can become a buyer.

**2. Reciprocate and Refer.** When you help someone else, there is an innate desire to return the favor. If you refer business, chances are very high that they will refer business back to you as well.

Ask for referrals. Not obnoxiously, but be clear about who you want to work with and then ask for a referral. If you need a referral system, I recommend reading Bill Cates.

Bill Cates wrote *Don't Keep Me a Secret, Get Referrals Now*, and his new book is *Beyond Referrals: How to Use the Perpetual Revenue System to Convert Referrals into High-Value Clients*. I rabidly devour everything he writes. (Watch for a book review when that books hits the shelves.)

**3. Cooperative Collaboration.** Business is lonely and far less lucrative without a team of helpful and collaborative people.

Do you have a trusted mastermind group of other professionals you rely on for advice?

Do you have a board of directors you can trust?

Collaboration is about trust, and sincerely helping other people grow their business while they help you grow yours.

Increase collaboration and business by:

- Conducting joint marketing efforts
- Product bundling
- Share subscription fees and resources
- Share contracted employees
- Co-opt on projects, such as education seminars for your clients
- Promote each other at networking events
- Refer each other

**4. Be findable.** Is it easy for your current clients to find you? Is it easy for them to refer other people to you?

The NFL network interviewed me, and I asked, "How did you find me?" (I thought the National Football League would have an intricate network of experts.) The

conversations in the workplace. In an increasingly politically correct world, many people feel as though they cannot be honest at work, especially when projects are not going well. Many managers don't know what their employees really think, and employees don't feel they can trust their managers with honest information. Both managers and employees become frustrated when goals and outcomes are not achieved.

Shari shows managers how they can foster relationships that inspire and encourage trust. Shari provides techniques and terrific examples on what to say.

This book provides excellent advice on how to have difficult conversations. This is especially timely business people are some of steps, which includes direct questions such as "What are the three things that will keep you with this organization?"

Shari's style is easy to read and gives supervisors and managers tools they can use to elicit honest feedback right away.

## Twitter and Social Media

Do you have Klout? Klout is a way to measure influence in the social media world. If you have a Twitter account, you have a Klout score.

Log into [Klout.com](http://Klout.com) where you will find what others think of you, or your influence, in social media. Klout just added Bing.com and Instagram.com to the algorithm that measures your online activity.

## Pet Tip

Spring is in the air. As we head outside, remember that heart-worm is caused by mosquitoes and can be fatal for our pets. Spring is a major time for heart-worm precautions because mosquitoes become more active in warmer weather. There are many products that prevent heart-worm. Please check with your vet to find out which one is right for your dog.



**Thank You for Reading this  
Newsletter**

answer? "We Googled 'Denver leadership' and you came up."

Once people find you and your website, can they contact you? Is your phone number and address easy to find? Is your online presence an accurate reflection of what you do?

If people cannot find you, they cannot hire you. Yes, you attend events and yes, you pass out business cards, but that is not how people find and remember you.

There is a difference between information push and information pull. Information pull means people have to go find you. Information push means you push out enough information to make their search fast and painless.



Know anyone planning a conference who needs a motivational leadership speaker, or a business that needs a push forward? Please [contact me](#). I greatly appreciate your referrals!

*Mary C. Kelly*

### Connect with Mary



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