



Are you running a business or a hobby?



It sounded harsh responding to the person asking for business advice at a networking meeting. She was grilling me about how to get more business.

I asked how many years she had been in this business (several) and then asked what she did to market her business. I was surprised when she didn't have in place what most people consider to be the basics for her industry. I suggested that she ensure that she had the foundations, such as getting a website, making follow-up phone calls, using a CRM, and creating an online marketing strategy.

She told me she didn't have time to do any of that. She airily replied that she was too busy helping her friend who was decorating her new house. And doing other things.

The reality is that she just isn't willing to do the work necessary to be successful in that industry.

I was wasting time. Hers and mine. So I gave it to her honestly.

"What you are doing isn't a business. It is a hobby." She looked slightly taken aback. Maybe a little stunned. But not surprised.

I tried to reassure her. "That's okay. If you want this to be a hobby, there is nothing wrong with that. In fact, there is a lot less stress. But if you are not willing to put in the time to make it a real business, be honest with yourself and focus on doing just what you want to do."

She still looked unhappy.

She liked the *idea* of a business, she protested. She just didn't want the *work* of a business.

Mary's Updates

Mary's Video of the Month ~ Money Smart Interview~



Lovely Carly Alyssa Thorne recently interviewed me on current economy and my book *Money Smart*. [Watch the video here.](#)

Mary's Book of the Month



[The Seven Things Your Team Needs to Hear You Say](#)
by David Dye

People who lead teams often get so busy that they lose focus and struggle with the dynamics of the personalities and talents they manage. David Dye's book, *The Seven Things* is a well-written, SMART, and genuinely helpful resource.

One of the questions David encourages managers to ask is "What do you need from me?" instead of managers merely guessing.

One of David's strengths is his ability to take difficult problems and distill them down to solutions steps that are useful for supervisors. Highly recommended for leaders and managers of firms, non-profits, and government agencies.

I got this book on a Saturday and read it by Sunday night. Loved it.

Twitter and Social Media

Use an app to make Black Friday and the rest of your holiday shopping more efficient,

I don't know of any business that happens without work.

Why are people worried about the work involved with running a business? Part of that concern is because running a business is a different skill set than what do you **for** your business.

Running a business is about accounting, knowing the laws, taxes, writing business plans, securing funding, marketing, advertising, and selling, while your actual business (hopefully) is doing what you love, such as arranging flowers or installing roofs, or cutting hair.

You may enjoy working with people, because you have experience working as a host or hostess in a restaurant, but there are a million more details to running a restaurant than just making sure people are able to sit at a table.

Thoroughly research the aspects of the running a business for what you want to do. Ask questions such as:

1. Are there other people who produce this good or service? Are they successful? What do they do well? Can I do what they do?
2. Is there a market for this good service? Will there be a market for this for several years?
3. Am I on the cutting edge or at least current in this field? Am I good at this?
4. Do I like spending time doing this business?
5. Do I wake up, happily, thinking about how I can make this business work?
6. Is this business sustainable? Can I make a living doing this? Do I want to make a living doing this?

What are some of the steps needed to run a wildly successful business?

1. A great idea to do something that plays to your strengths.
2. Produce whatever it is you are selling.
3. Test the idea to see if people like your product or service.
4. Test the product's price in the marketplace, (use elasticity formula to determine where to price your product for the best revenue for your business).
5. Create and implement a strong marketing strategy.
6. Advertise.

Yes, sometimes we are lucky enough to do what we love. But it's still a lot of work.

If it is was easy, we'd call it a hobby.

Keep your shopping lists organized, and take advantage of sale items. Try something such as blackfriday.fm or Slickdeals.

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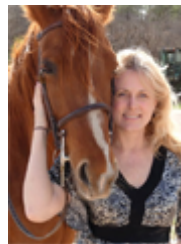
Pet Tip

Mary and Bella, now 4 months old, have been in puppy class for 5 weeks. Well-behaved dogs (like well-behaved people) are welcome everywhere. (In Mary's world.) So far, especially with the aid of treats, Bella can sit, wait, and shake a paw. The socialization part of puppy class is highly important as is the puppies' ability to respond appropriately with distractions. Mary is a big fan of puppy and dog classes that use positive reinforcement to reward good behavior.



Thank You for Reading this Newsletter

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



How Can We Help?

We don't assume, so here is a brief list of what Productive Leaders does:

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

1. Motivational business keynote and breakout speaking for conferences, convention, banquets and events
2. Emcee corporate events and fundraisers
3. One-on-one business consulting
4. Strategic business planning

Call Mary at 719-357-7360 for a free initial consultation.

Would you like to use any of these articles in your newsletter or website? You can, as long as you include this at the end: With over twenty years of leadership experience and a diverse background leading teams in the U.S. and abroad, Dr. Mary Kelly makes leadership a reality for all levels of an organization. Register for her free newsletters at www.ProductiveLeaders.com

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