



10 Deadly Sins of Business Development

GHOST CEO™

1. **Double Dutch Syndrome** (Waiting, missing, regretting, waiting, missing, regretting) - Let the client say no. You are where you started.
2. **External Excuses** (money, introduction, not returning calls, website isn't ready, not sure about pricing) - Excuses are away of protecting yourself from the pain of rejection. More times that not, you won't get rejected if you simply ask for what you want.
3. **Flying Solo** (you can not do this on your own. Death of the entrepreneur is solitude. You need support in place to talk with when things are good and when things are bad. Find a support group, colleagues, an advisor or coach, even your accountant)
4. **Trying a little bit of everything** (postcards, networking events, brochures, speeches, alliances, referral clubs, etc. You have to choose three tools and use them consistently. When you have those down, use three more. Look to see where your leads are coming from and support those avenues.)
5. **Failing to plan** (You are almost guaranteed to succeed with a plan. When you take the time to plan, you take the time to think things out. Once you have the plan (written down) you need to follow the plan.) Putting a plan into action is the surest recipe for success.) 1 in a 100 companies follow a written plan. Success rate is 98.5%
6. **Head in the sand** (when things get bad, don't ignore them.) By doing so, you give them power and they will corrupt all the good that is happening. Taxes, loss of a client, poor cash flow, etc. Identify the problem objectively, consider solutions, implement a solution, measure, and proceed. You are going to think about it anyway so you might as well deal with it.
7. **Avoiding or not knowing what to do** (everyone starts out in business trying to figure things out. You don't need to know everything, you just need to know who to ask.) Smart business owners don't avoid areas they don't know; they look to educate themselves from the best.
8. **"Good Enough" mindset** - It is never good enough. Things happen, stuff happens, clients move, sell, change. Models and markets shift. You need to grow your business or your business will be at the will of the market which is like a boat without a sail or a car without an engine. "I'm not starving", is not a good state to be in.
9. **Not asking for what you want** (do you know what you want? Who can you ask for it? Are you deserving? What steps can you take to get what it is you want once you know what that is?)
10. **Playing small because of money** (money is only one of the five leverages of business and really the least important. This is what separates the business builders from the suffering self employed.) Ask yourself how you can get something rather than reinforcing why you can't afford to do something. Travel, events, printing, etc. All of it is within your reach.

www.GhostCEO.com

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location

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time

7:30AM

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