



85 Staying on track

What does this mean?

Staying on track means paying attention to your goals and your plans and making sure that you and your team are taking those important daily steps forward. Don't give up when it is tough or something doesn't work first time round.

Why is it important?

Marketing works if you work at it...and that is what it takes. There may not be one single miracle that will turn everything around, however there will be a series of simple, practical ideas that, once implemented, will ensure you get those important results.

The magic starts to happen when you stay on track and do what it takes to make it happen. You need to get really good at marketing your business. It is well worth making the effort. The better you are at marketing the quicker you will **grow** your business.

Your challenge

It can be easy to feel motivated and inspired after reading a book like this, attending a seminar or after seeing some good initial results from your marketing efforts. The hard work will be in staying on top and feeling the energy each day from now on.

How to stay on track

Question yourself and then try another way. Very few of us get it completely right first time round. Hold regular review meetings and talk about your successes as well as what else you could improve. Read and re-read this book. It will always stimulate a new way of looking at something, prompt action and inspire you all over again.

STAYING ON TRACK – YOUR SPECIAL RESPONSE CHECKLIST

- ▶ Ask yourself and your team from time to time – how are we doing?
- ▶ What is working well and what isn't?
- ▶ How could we improve?
- ▶ What could we do more of to make a difference?
- ▶ What have we done really well?
- ▶ What are we most proud of?
- ▶ Do I need to read this book again?

How to use this information

Your attitude to making it happen will be the key to your success. Be determined to make it work for you. Stop haphazard marketing activities and the time, effort and money that you waste when it doesn't work as well as it could. Start thinking about what you are doing and planning your approach. It really will be worth it in the long term when you finally reap the rewards that you deserve.

Think – Am I on track right now?

Good luck and I wish you all success and happiness that using these ideas brings you.

If you want to stay on track why not join our Sales and Marketing Fast Track group programme or get a copy of our audio version. www.salesfasttrack.co.uk