Strategies, Tactics, Evaluations, Principles to Upskill & Progress (The Official Weekly Business Newsletter By Shanker Viswanath)



9 Simple Ways To Grow Your Business

Develop a Positive Mindset

Developing a Positive Mindset means **not falling** a **prey** to your own "Created Limited Beliefs" and what others say about a situation you are in or a business idea you are trying to pursue. If you believe in it and have faith in your abilities and are willing to go the distance, surge ahead and start making things happen!

Strategies, Tactics, Evaluations, Principles to Upskill & Progress (The Official Weekly Business Newsletter By Shanker Viswanath)

Get Out of Your Comfort
Zone

Comfort Zone is an easy space to live in. However, as you would have heard "Success is Just Outside Your Comfort Zone". So step out of it to experience the magic.



Set Goals and Get Results

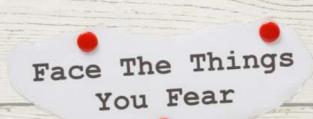
DREAM BIG SET GOALS TAKE ACTION

Don't just set goals. Prepare your strategic plans, take massive actions and keep tracking them and you are sure to get your "Results". Actions bring Results, Inaction brings Confusion.

Strategies, Tactics, Evaluations, Principles to Upskill & Progress (The Official Weekly Business Newsletter By Shanker Viswanath)

Keep Your Fear Aside

Fear pulls you down and limits your progress. Fear is "False Evidence Appearing Real" Instead, develop the courage. "Courage is taking actions despite Fear."



Build Your Brand and Authority



Do your clients see you as an Authority in your chosen area? "People don't buy from you unless they Know You, Like You and Trust You". A Brand helps you to build that Trust.

Strategies, Tactics, Evaluations, Principles to Upskill & Progress (The Official Weekly Business Newsletter By Shanker Viswanath)

Have Strong Marketing
Plans

Marketing doesn't mean you have to spend a lot on paid advertisements. You can do organic marketing consistently and grow your business too.



Go Narrow to Grow Big



Find Your Niche as they say. "If you don't stand for something, you will fall for everything." Focus on a group of people whose pains you can solve and keep checking if they have the Money, Authority and Need to pay you.

Strategies, Tactics, Evaluations, Principles to Upskill & Progress (The Official Weekly Business Newsletter By Shanker Viswanath)

Provide Massive Value

Provide massive value first before you sell. People don't buy your products or services, they buy solutions to their problems. They need to find value in your solutions.



Automate Your Systems

SIYISITIEM

If you don't automate your systems and processes, you will keep fire fighting always and will be thinking that business will not run without you. In the long run, your business should run without your intervention.