

# STEP UP SERIES

Strategies, Tactics, Evaluations, Principles to Upskill & Progress

(The Official Weekly Business Newsletter By Shanker Viswanath)



# MINDSET

CHANGING...

## 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!



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- **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**



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.**




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- **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."**



Face The Things  
You 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.**





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- **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.





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- **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**

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.

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