



Staying Committed to Your Business Plan

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Starting a business is easy. Anyone can start one. Keeping motivated and committed is what sustains it and keeps you ahead of the pack. It can be tough to do, especially when things are not going so well. Following are some tips to help you in your quest to keep committed:

1. Set realistic and measurable goals.

Without doing this first step, there is really no reason to continue. If you want to create a business that's there for the long haul, make sure you know exactly what you want to do and how soon you expect to do it.

2. Keep your goals in mind. Remind yourself what you want to accomplish. Don't let the mundane daily tasks keep you from your vision. You might find it helpful to write down these goals and put them in a place where you'll see them on a consistent basis.

3. Be flexible. The best business plans are the ones that are adaptable to a changing marketplace. Make sure your goals and methods can easily be changed if conditions call for it. Most of all, you must be willing to change. Don't forcibly squeeze yourself into a one-size-fits-all hat when there may be other options if you keep your eyes open.

4. Stay persistent. The flexibility mentioned previously is important, but so is a level of persistence. Don't be so quick to bail on a method if it doesn't produce immediate results. Some marketing techniques, such as search engine optimization, can take months before seeing the fruits of your labor. Stick with these types of techniques until you are positive it will never be of benefit to your vision.

5. Keep it interesting and fun. Try to make your pursuits an enjoyable task. You probably started a business with the idea of being your own boss. This should be a motivating factor as you move forward. Even if it is slow to grow, at least you are not answering to anyone but your customers.

6. Surround yourself with supportive

people. It's much easier to stay committed to something if you have a good circle of people on your side, whether they are investors, friends, family, or even customers. Remember that most people that are critical of your business likely work for someone else, and thus have no right to do so.

7. Do not be afraid to ask for help. Most people get into a small business thinking they can do it all themselves. This is extremely difficult, if not impossible. Starting a business is a huge undertaking and it's normal to require help. Doing it on your own might seem like it would be more rewarding, but not if it takes too much time to make it successful.

8. Review your accomplishments. If you are having a bad day or feeling like you are not getting anywhere, look back at all you've done since getting started. Write it down. By the time you are finished you will probably be surprised at all you have done. Keep this list handy and keep updating it with new accomplishments. Eventually all this work will probably lead to more profits.

9. Expand your horizons. Try to find ways to enhance your current products or services. Look at your competitors to find out what they are doing differently. Always be expanding your mind and your business will likely follow suit. This type of effort can also keep things more exciting.

10. Most importantly, stay positive. A positive attitude goes farther than you think and can be a great help in keeping you motivated. This goes for both your business and your personal life. Treat each disappointment as an opportunity to learn and grow in order to do it better the next time.

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