

Summary of 15 tips

The tips in this book are in 3 chapters:

- know where you're going
- get over yourself!
- set up the infrastructure.

First, know where you're going includes:

1. Knowing your outcome (p6)
2. Setting some baby steps too (p12)
3. Keeping in touch with customers (p16)
4. Creating products independent of time (p19)
5. Responding! Acting! (p21)

Next, get over yourself! means:

6. Taking a holiday (p24)
7. Making the hard decisions (p27)
8. Watching your stress patterns (p29)
9. Knowing what you need to know (p32)
10. Letting go of Expert (p34)

Finally, setting up the infrastructure is about:

11. Taking time to work on it, not in it (p39)
12. Doing it right the first time (p42)
13. Getting the right people on the bus (p44)
14. Delegating appropriately (p48)
15. Making the infrastructure support you (p50)

Read on. I'll go through each of these giving examples and stories so you can understand and apply it to your own consultancy.



First, know where you're going

One of the key ingredients in any business is knowing your outcome - or in other words what you want from your business.

Be clear on this. Make sure it's business on your terms for your values and your lifestyle aspirations.

Bess had been in business 2 years when she decided to get serious about her business. She engaged a business coach and a marketing consultant. She got clear on what sort of business she wanted to run. She knew exactly what she was prepared to do to move forward. She set limits on her risks, got financially secure and began seriously marketing. She looks back and marvels at her perseverance. She has 5 staff now, and has begun other businesses. She no longer has a job, she has more freedom and choice about what she does and when she does it.

You must know where you're going, and have the courage to stay on track!

This section looks at:

- knowing your outcome
- listing baby steps
- delivering value and generating profit
- creating products independent of time
- responding and acting!

Each of these has worksheets and to-dos for you.

