

Entrepreneurship for Women ~ What to Do Before Starting A Business?



"A

dvce That Can Save You, A Lot Time &

Money"...

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1. Women verse Men In The Business World

There is no doubt that a woman in business is very much different from the man in business. It is quite evident that men control the world of business and they possess more influential positions than women. However, the most important thing about any business is how well it is being run. It is strange but there should not be any kind of competition at all when it comes to work in terms of gender. This is because competition at the workplace could ruin the efforts of the company in achieving its targets. The competition should be between rival companies in the industry.

It is important to note that some think women are missing by not studying the successful businessmen, by not learning a lot from them and by not depending on them. The problem is that such people think that women are generally weak in every way possible. It is good to learn from people but not to depend on them. This is because it is possible to learn what the successful entrepreneurs think and then incorporate it into what you are doing.

You may be a visionary with excellent insight into your company's market sector, but you don't know everything. Your subordinates may be in more intimate contact with part

of the market as part of their job. If your marketing director says that your advertising isn't appropriate for your target audience, listen to her. She's probably right.

When it comes to choosing people to learn from and to get business insight from, your choice should depend on your industry, your goals and of course the business style that you have. The good thing is that not all women are created equal. Due to this the strategies that each female entrepreneur uses in her business would be very much different. Indeed it is possible to learn from a number of individuals but what you choose to take from each would be dependent on who you are and what you want.

Watch out for project creep. This can happen when your project's scope isn't clearly defined. If you have control over the project, resist the temptation to add more project objectives as time goes on. If you are receiving external pressure to expand your project, resist it with all your might. Your subordinates will thank you.

Business is not about conformity but rather about inspiration, innovation and just getting out there and doing it. Mentors are important but your task is to learn from them and not to become their clone. Therefore all you have to do is to go out there and learn from others. There is no reason to reinvent the wheel, but don't forget who you are in the process.

Be transparent about possible problems when you can. While covering up problems in business used to be typical, nowadays a leader will be open about them. Why is this occurring? Communication is essential in today's environment. Problems will be noticed no matter if you try to hide them. So be the person that controls the message.

Don't be the one reacting to it. This is the path that any good leader would follow.

All the women in business who have been successful like Oprah, Susie Orman and Martha Stewart among others all had their setbacks and problems but still managed to overcome them in unique ways. Therefore use your own intuition and experience gained to make your business special and unique compared to all others. This will help you achieve success and growth in the long run.

2. The Most Important Steps to Publicity

These days there is immense competition in the corporate world between men and women especially at management level. This is due to the fact that more women are finishing school and aspiring to these heights previously dominated by men. To succeed in business you have to get a correct marketing strategy. You need publicity. Your strategy can be made up from SEO press releases and social marketing. In the past, publicity was limited to newspapers, radio television and spotlights. These days it has gone to Twitter, Facebook and LinkedIn among others.

For instance, let us consider a female lawyer who wants an expansion of her local client base. For this person there are some steps that she has to take. These would apply to any woman in business who desires to have positive publicity. The first step is to locate your potential clients. This can be done by asking yourself who would want your services or products. The second step would be to identify the challenges that your current and future customers face. This would normally be done by making use of polls, blogs, surveys, posts in relevant forums and conducting additional research through other online

avenues .

Make sure to effectively communicate the overall vision for your group. Your mission is a great compass into the future, and you should know your company values by heart so that you can integrate them into your daily actions. You uplift your team when you are able to link their individual roles into the larger picture. You want to make sure all members of your team are pulling in the same direction.

The third step would be to establish some kind of core solutions to the challenges that are facing your potential clients. This could be done by researching what your competitors are offering as solutions. You can then use those solutions that were researched for the creation of your own products and special services. The next step in the publicity process would be to develop public relations (PR) via a marketing campaign. This can be achieved with the use of social media and SEO press releases even though there are other avenues that could be explored as well.

Any good leader has to focus on times to come. You should be able to anticipate things before they occur, so you can handle anything that gets thrown your way. While you can't make predictions, you can build up the skills for it. Keep asking yourself where you'll be six months from now, or even a year, then you can plan for it.

The last thing that needs to be done after all this is to implement your marketing campaign to get the best results. The result of implementing all of what has been discussed here is that your business as a woman would receive massive publicity like no other. People that you may not have targeted would know of your business and come to like your products and services. This will automatically lead to

increased sales and increased profits. This will allow you to achieve the ultimate goal of any business person - success.

3. Picking between Goods and Services

When you are starting a business, there are many factors that should be considered and one of them is the product to offer on the market. When you are looking to trade in the market the products you can offer are either goods or services. Women in business usually participate in ventures involving both services and goods, but the choice usually depends on the idea and ability of the proprietor. There are reasons why one should trade with a given product over the other, but you have to ensure that you trade in large numbers if you want success in the business venture.

Goods are quite common in the market and usually have great success. Goods are classified into either perishables or non perishables. Perishables are all the goods that can go bad within a given period of time and this mostly constitutes foods. The non-perishable goods are much more stable goods to trade since they take lots of time before then can be termed as bad. This category mostly involves goods that are not linked to food in any way. Goods in nature are referred to as products that have weight, mass, volume and presence. The best goods are products that the human being cannot do without and may include products such as clothes, food and furniture.

When you're a leader, make sure that you team with people. You must remember that you are a part of a team. Individual voices can contribute to and better an entire project so try bringing others together to collaborate. Leaders are

never alone. Do your best to invite as many perspectives into the discussion and decision-making processes as you can.

Services are the other option that one has when it comes to trading. The services are usually referred to as intangible products. There are a number of services that are offered to the community for purchase such as banking services, insurance and education. There are some set regulations when it comes to the provision of services that have large monetary value such as insurance and banking. The proprietor has to meet these before being licensed to engage in business. This might be a tall order for the women in business. Some other services offered such as writing articles or giving massages require very little initial capital to start. This might be a great idea for women looking to start a business.

When working to improve in the area of leadership, it is vital that you develop competency. People need to trust that you know what you are doing in order to feel confident in your leadership ability. Instill confidence in those who follow you by finding a mentor to help you become truly proficient in what you do.

Most of the business ventures that involve trade with goods require licensing. This means that the individual will have to get licensed before starting the business. But there are some services offered such as photography which do not require the proprietor to have a license. Some services require so little capital such that they are referred to as zero capital businesses. In general, you have to consider the costs of production, market demand and the competition before you decide on a product to provide.

4. African American Women and Business

Basically there are 2 different descriptions that could be used to define a woman as belonging to a minority. The basic one is that she must be a woman while the second thing is that her profile should fit the general profile of a discriminated group. An example of this could be women from small African American communities. When such women start their own businesses they could be eligible for the Minority Women Small Business Loans. There is the Minority Business Development Agency that is commissioned to help women from minorities get access to these loans.

It would interest you to know that the process of getting such a loan is very simple. You just have to get and fill the required forms with the details that are needed. One of the very first things that you need to do is to go to a local bank. The forms have to be taken from a local bank through any of the officials there. You will have to complete them and then submit them to the agency.

If you're trying to make a decision, you should try to get input from your team. Your team may be able to help you find a great solution, or they could help you see if you're making a bad choice. A good leader should be interested in the opinions of others.

You can always visit their website for a guide as to how to fill out the forms. On the website you will come across important information about getting the form, applying for the loan and also for filling out the form correctly. You can always check the US Grants Applications website if you

want to know whether you qualify for this kind of loan.

You need to find the innate qualities in yourself that can help you become a good leader. Although you may not naturally tend toward a leadership role, there is some aspect of your personality that you can develop which will help you to take charge. With time, experience and practice, you can hone your skills and develop your leadership abilities.

There is absolutely no doubt about the fact that one of the things that will determine whether you will have access to the Minority Women Small Business Loans is your financial statement. There are ready made financial statement forms that can be gotten from banks, if per chance you do not have one. Apart from this you must have a detailed written description of your product and of the business you want to undertake. This is very important if you would like to access the Minority Women Small Business Loans program. This is something that a lot of people do not really do well when applying for such loans.

Allow ample opportunity for your employees to offer feedback and new ideas. Although group meetings are the ideal setting for exchange of information, some employees may not feel confident offering opinions in such a public forum. Work with employees individually as well. This will help you gain trust and get some honest feedback.

The truth of the matter is that these loans would have to be used for the purpose intended. You should use it for the expansion of your business as a woman who is discriminated upon. In this way, you would be on the road to financial security and independence. Just remember that you must have an efficient business plan to get a loan and use it

effectively.

5. It Is Necessary for Your Business to Have a Website

Managing a business is not a simple task, especially if you have just started off or if you are trying to reach a wider range of consumers. Running advertisements on television, radio and other media and distributing leaflets and brochures might only reach out to a small group. But having a website can help you with reaching not only local consumers but also consumers from other communities. So a unique tool for promotions is the internet. You can readily have a website to exploit the opportunities that the internet provides.

The most important reason why your business should have a website is advertising. Advertising is essential for getting more customers, thus enhancing your business and gaining more revenue. Plus it is 24 hours a day and 7 days a week advertisement available anywhere in the world. Statistic shows that over 60 percent of consumers search for a local business on the Internet and only 33 percent use the yellow pages.

Good leaders inspire creativity. Creative thinking prompts folks to take chances that lead to amazing outcomes. Make attempts to explore the unknown and take the path less traveled. Have faith in new concepts, even if they are not needed at this time. Help your team use their ideas to complete the project.

The following are reasons why your business should have a website:

If you're trying to make a decision, you should try to get input from your team. Your team may be able to help you find a great solution, or they could help you see if you're making a bad choice. A good leader should be interested in the opinions of others.

1. Online Shopping is increasing in popularity:

The future is the focus of a great leader. You have to anticipate things before they happen so you can make plans. While you will never know everything about what the future holds, you will surely get better at making predictions. Set goals for the near future so that you can plan the outcome.

Different statistics show that many people now have access to personal computers and the internet. It is not unusual for people to shop on the internet, if only for price comparison purposes, before buying an item. Businesses cannot afford to miss out on this opportunity.

Keep your morals in mind. Ensure that your decisions won't keep you up at night. Do not make a decision you'll later regret. There are plenty of other people who make immoral decisions. That doesn't mean you should ever stoop to the same level.

2. Make Services And Goods sales online:

Don't shift the blame for mistakes to others. Subordinates, outside contractors, and plenty of other people within the

organization can cause a business transaction to go wrong. If you try to shift the blame, you will lose the confidence of your customers and they won't patronize your business any longer.

Goods and services are bought and sold daily with proper business presentations. Selling products online can really increase sales.

Build trust in your ability to be a strong leader. Let your employees see you work. Don't do everything behind closed doors so that workers have no idea what you actually do. Always be cognizant of your leadership role. Your employees will do as you do, not as you say.

3. Very Low Cost:

As a leader, you need to create a joyful atmosphere. Nobody wants to work in a place that is full of negativity. You must work to discover the possibilities in every situation and try to enjoy yourself every day. Remain positive and help others remain positive. Know that you can create something wonderful with your team.

When the potential rewards are considered, the cost of setting up a commercial website is very low. These days, website templates are readily obtainable.

As a leader, you must not play favorites. Playing favorites will get you into trouble. Those who you do not favor will be none too pleased and not respect you. They may even report your favoritism. If you have a good friend on your team, you may want to think about transferring to another

department to avoid the conflict of interest.

4. Branding:

Consider holding monthly contests among your employees. These contests can be based on the most sales, the best customer service or a variety of things. The prizes for the contests can be something as simple as a preferred parking place or as extravagant as an additional paid day off.

There is no substitute for branding in business. The public needs to know what is unique about your presence. A commercial website can establish your presence at a tiny proportion of the cost. It requires much less time to set up than it would take without such a website.

Keep your cool even in the craziest of situations. If your employees see you panicking, they'll think it's time to panic. If they see you exuding strength, then they'll feel confident in your ability to make the right decisions for both the company and them. Remember, perception is everything. Even if you feel the opposite, show strength and confidence.

5. Information about your business:

As a business leader, every success will be attributed to you and every mistake will fall on your shoulders. You must offer feedback to your employees on a regular basis. They need to know what they're doing right and where they could use some improvement. Ensure that your employees understand what is expected of them.

This is what a business website is primarily about. The internet is described as the information super-highway. So you have a chance to provide information in a style and manner that is particularly appropriate for your business.

If you want to be a good business leader, try to treat everything as being your personal fault. This is ultimately about assuming personal responsibility for all that happens in your work. Never blame coworkers or the economy. Understand that at the end of the day, those who created their own fate are the ones eating dinner out at nice restaurants.

6. Reach The World:

Proper leadership requires absolute integrity. Honestly and striving to always do what is right at all times, is what sets you apart from other people. Without integrity, other workers will not trust you. Lead with integrity to instill trust, loyalty and respect in your team.

Websites are visible worldwide. If promoted and hosted properly, a commercial website can reach world audiences in record time. Pay per click campaigns come to mind here. People can search and access the website 24 hours a day and 7 days a week all year round. The revelation truly boggles the mind.

Strive for excellence. Don't ever settle for "good enough." Great teams always try to set the bar a bit higher each time. As a good leader, set high standards for yourself and make sure there are ways to measure them. Know what that standard

is and hold others accountable to it. Don't just evaluate their progress, but try seeking perspectives from those other organizations that inspire you. Learn from their experiences and try finding ways to make them work for your team.

7. Human Relations:

Find out how your employees learn best, what their talents are and their long-term professional goals. This information will help you ensure that they do their jobs correctly and gives you options for promotions and lateral moves within the company. Pair one employee with another whose skills and abilities are complementary.

People have right of entry to websites 24 hours a day. The information you want to present is on display. For more information, contact can be made. If you have set at least an hour each day for answering e-mails, you might respond to 10, 15 or even 20 e-mails in that time, depending on the required response. It may not be achievable to achieve such numbers, in that time, in real life.

The way you use humor in the presence of others can influence their perceptions of your leadership abilities. For example, you may find that constant self-deprecation has an unfavorable effect on others' respect for your power. Frequent use of this type of humor communicates immaturity and an inability to be serious.

8. Convenience For Customers:

The most effective leaders are ones who are not afraid to

be themselves and to be vocal about their values. This does not mean spouting off religious or personal beliefs, but instead imparting wisdom and knowledge in related business matters using an authentic personal style. Be real and have a personality, as this creates a congenial atmosphere where creative ideas thrive.

Visitors, individual and business customers can view your website as often as they want. There is no pressure from you on these groups to visit your page once the website presentation is laid out.

If you must give criticism, do so constructively and in private. Every member of the staff doesn't need to know about every mistake that is made. Being singled out in a crowd in this way is embarrassing. On the other hand, give compliments publicly. This not only build individual confidence, it lets others see that hard work is appreciated and rewarded.

9. The competition:

If you are new to leadership, you must accept the fact that you have a lot to learn. You may be an expert in your field, but learning to lead can be daunting. Don't be afraid to take advice from others, including your team, or workforce. Ask questions, and ask for suggestions. Most great leaders began as followers.

Sound business ideas have a habit of not lying at leisure. The competition will grab them with both hands. It is obvious that large businesses have an e-commerce section. It may be only a fraction of their overall operations, but there must be sound business reasons why they are there.

Leadership means that you never stop learning. Take the time to advance your listening and speaking skills on a regular basis, and never shy away from a course on leadership. They are available online, at local community colleges and through many businesses. These classes will enhance your skill set, helping to make you a more effective leader.

10. Interactivity:

Great leaders are always looking for ways to encourage creativity in their organizations. Look for new ways to challenge your employees, and encourage them to use their own strengths, individually and as a team, to make improvements to concepts and the organization as a whole. Doing this helps to foster a feeling of belonging to a team, and it will gain you respect as a leader.

Websites allow interactivity with customers and visitors in a number of different ways. This is not the same as traditional human relations. This can be impulsive. It has far, far reaches. It constructs relationships as well as business contacts. Interactivity is sometimes referred to as Web 2.0.

A leader must reevaluate their effectiveness frequently. A leader can grow by assessing his weaknesses and strengths. Training can be a good way to improve these weaknesses and strengths.

There are many more benefits from a business website. The best thing about it is that it's very easy to establish. Everyone can build their own website without spending too

much money. So get your website designed today and obtain the benefits of powerful online marketing. You will see that your investment will pay off especially if you expand your online marketing strategy to include social media marketing and promotion.

6. Majority of Women in Business Need to Have Thick Skin

All over the world men take more management positions than women. This means that they stand to earn more money for the company than women. This is the reason why a number of women entrepreneurs are rising to defend the rights of female professionals. As entrepreneurs, they get the chance to be treated fairly. In any case, they are there for themselves and for no other person. As a woman in business, there is the need to develop some financial and management skills. Apart from this you would need strong determination in order to succeed in this business world.

A lot of people and especially women in business are always in search of suggestions. They however do not want to hear sound financial advice. They do not want to know how one can start their individual business. They just want to hear phrases that are inspiring so that things will be easy for them. This is the case as things are quite hard for the women entrepreneurs. One should be ready for the battle ahead knowing that many new companies fail. Quite a number of people are sceptical about women going into business. This is because it is difficult to earn the trust of people as you start your own. You will need a thick skin in order to succeed in business.

When trying to be a good leader, it is important to listen to what other people have to say. Your opinions or ideas

aren't guaranteed to be great just because you're a leader. If you listen to other ideas or opinions, you may find that the people around also may have great ideas that could work well with yours.

However after going through all the obstacles and hard times, the end result is rewarding. There are a lot of people out there who started in business some time ago and are now reaping the fruits of their labor. What this means is that you can also do it. It is time to remove that social belief of being the inferior gender and venture out into the unknown world of business where you can achieve all that you want and more. The fact of the matter is that women in business can do well not out of a sense of social obligation but rather as a result of their drive to make money.

Don't let good talent go to waste. If someone is earning huge profits for your company, be sure to promote them, give them a raise, or, if you aren't in a position to do those things, recommend the person to someone who is. If you fail to do this, you might find that the employee has left for your competitor.

If you are among those who are driven by success, you would surely make it as an entrepreneur. The good thing is that there are grants and loans on the market for women in business. People are not going to see you as an angel because the business world is a jungle. You would have to be inventive and proactive to have a strong impact as a woman in a world of business dominated by men.

7. How Come Women Prefer the Online Business Model

There are a number of business ideas that can be utilized by women. One of the largest growing industries is the online sector. The internet's introduction has produced lots of advances in technology and communication. It has also produced an increase in employment opportunities such as web development and design. There are lots of opportunities that women might exploit in business. Many of the online business opportunities do not require lots of capital nor investment to start earning. Even though they are easy to start they might require some investment of time and skill since one has to convince the market that professionalism and reliability are part of their qualities.

One of the reasons why one might choose an online business is the fact that one can work from the comfort of their house as opposed to working in a commercial office. Online businesses are quite versatile and give the proprietors freedom to do their duties from any location whether at home or outside. All that is needed for the success of an online business is access to the internet. With technologies such as wireless modems, it is quite easy for one to access the internet and perform their duties.

Always remember that a great leader builds up and does not need to tear down. Do not be overly critical of those on your team. Be quick to give commendation, praise and recognition. Even when people fail, commend the effort and inspire them to get up and try again to succeed.

The working hours are another advantage for one that is engaged in an online business. Since the internet is accessible from any location and at any time as long as one has the necessary tools, one can work from any location in or out of the house and at whatever time one wants. The online businesses might be challenging if one has no way to manage their time. Time management is a requirement for

anyone to succeed in online ventures. Women can easily work from home to develop their own online businesses since they often have free time at home.

Sincerity plays a major part in leadership. The people that you are leading may come to you with problems. These problems should be listened to and addressed. It may be easy to brush off a problem when it's not the most important matter. Your team will feel better about you being the leader if you can sincerely listen to and solve their problems.

When it comes to the amount of capital that is required to start a business, the online ventures are quite advantageous due to the low requirements. A computer and internet connection are the things that are required if one is to start an online business. In a good number of homes, the requirements to start the business are present even though they are used for functions other than business, such as entertainment. In homes with these facilities, it may just require investment of time in the business for it to start and be successful. Otherwise one should acquire a PC and a means to connect to the internet.

8. What Women in Business Desire

These days there are a lot of women in various professions and businesses. Such people continue to change the face of economy. They are starting more businesses than men and are more likely to remain in business than their male counterparts. However, the greatest challenge that women are facing these days is having less financial security than in the previous years. The hardest obstacle is to be able to reach old age without depleted resources. Another one

is not having enough money to live their lives.

The fact of the matter is that the average woman has less insurance coverage than the average man does. This is in spite of the fact that economic requirements for a women are on average greater than the ones for men. What this means is that women in business need solid proactive financial planning in order to address the various specific gender obstacles.

Effective leaders are inspiring. You need to develop the ability to inspire those who work under you, motivating them to work toward a common goal. You can use public speaking to achieve this, but there are also videos, blogs, articles and other methods to convey your uplifting message to your audience.

One thing is that women must become financially aware and look for professional financial planning advice. Also a better insurance planning and coverage is very much vital for women who would work for fewer years. They generally accumulate fewer retirement benefits and live longer than men. Moreover, the importance of a retirement plan that reflects the specific gender hurdles is great. An effective plan should be used by all women.

Understand the business you are in. Unfortunately there are many leaders out there who don't get their business totally. Whether that's because they inherited the business or they just no longer care, it doesn't matter. It reads the same to employees. How can you lead if others don't trust that you have the knowledge to do so?

The fact of the matter is that a lot of women would face

greater financial challenges than their male counterparts. The good news is that women's attitude towards money and investing is starting to change in order to reflect the glaring economic realities. The finest of news is that women are starting to recognize that they must work to solve the financial planning issues that they are confronted with. This is to ensure that they can secure a happy and prosperous future for themselves and their dependents.

Be open to doing things in different ways than the ones you are familiar way. Do not immediately shut people down because they are suggesting you do things differently. Show them that you are open-minded and willing to give new things a chance. This will help foster better connections with people.

Indeed women are the masters of their own financial destiny. These days there is no reason why they should depend on their partners, spouses or even the government. They need to strive to achieve financial security by being aware of where they are financially, where they want to go and how they can get there. Therefore all that women in business want is living a good life after working for so many years. They want to have financial security. They can easily achieve it through thorough and effective financial planning and management. Hard work is required, but it is worth it.

9. Do You What Kind of Business Will Suit Your Personality

There are certain personality qualities that are common for every entrepreneur. If your personality cannot go together well with the type of your business, you will ultimately find that you hate your job and just don't have the passion to take the business to success. So you have to be motivated

and focused to go the necessary distance to reach your goals.

Certain personality types are not suited for certain types of businesses. Look at your personality as a guide, if you know that you want to start a business but you are not sure what to choose.

Don't let good talent go to waste. If someone is earning huge profits for your company, be sure to promote them, give them a raise, or, if you aren't in a position to do those things, recommend the person to someone who is. If you fail to do this, you might find that the employee has left for your competitor.

Are you an early bird or a night person?

When attending meetings, act like you're stupid and don't know anything. You are not actually stupid, of course, but adopting this mindset makes you more likely to accept input from other people who may actually know more than you do. Arrogance has been the downfall of many business leaders, after all.

Each person has his/her own busy hours of the day. You will find very few successful newspaper owners or bakers that don't like to wake up very early in the morning. Avoid businesses that will need you to work in the early hours of the morning if you are not a morning person. If you are a night creature, then maybe running a night club or a restaurant that stays open till late hours is more appropriate for you. On the other hand, running a business that requires you to stay late might not be suitable for you if you go to sleep early.

Effective leaders are inspiring. You need to develop the ability to inspire those who work under you, motivating them to work toward a common goal. You can use public speaking to achieve this, but there are also videos, blogs, articles and other methods to convey your uplifting message to your audience.

Are you an outdoor or indoor person?

Sincerity plays a major part in leadership. The people that you are leading may come to you with problems. These problems should be listened to and addressed. It may be easy to brush off a problem when it's not the most important matter. Your team will feel better about you being the leader if you can sincerely listen to and solve their problems.

If you like to be on the move all the time and feel that you can't stand being constantly in an office, then pick a business that requires you to go to different places and meet new people. If you like working in an office environment for long hours then you should pick a business that can be conducted from an office.

Be a communicator. Communication is a major aspect of what makes great leadership. If you can't communicate your goals and vision, then what is there for your employees to follow at all? If you have a tendency to "loan wolf" at work, break out of that habit and begin communicating with your teams.

Are you a handy or brainy person?

When you're a business leader, you should be stern but understanding. Make sure that the people working for you understand what you expect out of them. If they don't meet your expectations immediately, give them a chance to catch on. Everyone has a different learning curve, and the people that may seem slow to catch on could become your greatest workers.

People do things in a different way. Some people like to do things that involve handy work and craftsmanship. Other people like to do things that involve thinking and working their brains.

A good leader is able to help develop strong leadership skills in others. If you try to micro-manage every detail of your business, you won't have time to look at the bigger picture. Having trustworthy employees who can lead others will give you the chance to delegate responsibilities as your company continues to grow.

Are you an outgoing or a shy person?

Do not put your self above your team. You are all working together. You are working towards the same goal as your workers and their work reflects on you. Always remember that you are a part of your team, even if you have a different title than everyone else.

Businesses for extroverts who like interacting with people include:

A great quality for leading effectively is integrity. Integrity is about telling the truth and making good

choices. You will not gain the trust of others if you have no integrity. When you show integrity as a leader, you will garner trust, respect and loyalty from your subordinates.

- Sales

Learn good delegation skills to master or compensate for your personal weaknesses. No one is perfect, so you know you have them. Leadership isn't about being the running back that scores every touchdown. Rather, it's about being the quarterback, who always knows who is right in each play to carry the ball.

- Marketing

Have an open mind as far as improving leadership skills goes. Take some classes or go to workshops on a regular basis to learn new skills on how to lead well. Techniques that are new will always be coming out and there will be plenty of new things to learn when you wish to be a better leader. Make sure that you are up on the latest trends.

- Advertising

As a leader, part of your job is to be there for your team, or workforce. Always encourage your team to explore new options and challenges. Help them to identify their weaknesses, strengths and work style. Then, If you let them, each individual person can help to increase the growth of the company.

- Travel

Accepting blame, even when it isn't your fault, is part of being a good leader. You should act as a shield for your employees, and defend them from attacks by upper management. You should also be willing to take the blame from your customers when something goes wrong. Use these opportunities to study the situation and ensure it doesn't happen again in the future.

- Insurance

As a leader, your words are the tools you use to motivate people, whether in good ways, or bad. Words are a powerful asset. To motivate your team, or workforce, use the most powerful motivating words you can. These include: thank you, please, great job, glad to see you, or any uplifting words that will boost the confidence of your team.

- Entertainer

The most effective leaders are ones who are not afraid to be themselves and to be vocal about their values. This does not mean spouting off religious or personal beliefs, but instead imparting wisdom and knowledge in related business matters using an authentic personal style. Be real and have a personality, as this creates a congenial atmosphere where creative ideas thrive.

- Disc Jockey

When you find yourself in need of inspiration, remember that good leaders are all around you. Many people immediately

think of CEOs and politicians when asked for examples of leaders. Look to the groups you most admire, such as your favorite sports team, teacher, or charity. Who is in charge, and what are they doing that makes their respective organizations so appealing? Use these insights as you develop your own leadership style.

- Day Care Provider

A huge part of successful leadership has to do with the relationships you build and cultivate with the people around you. Networking with people in the community will be vitally important to your business' success. The relationships you have with your employees are also vitally important, and perhaps even more so.

- Public Relations

When it comes to constructive criticism, great leaders give it and receive it. If your employees have something to say about your leadership skills, work ethic or ideas about a project, take the time to really hear them out. By doing this, you can make improvements, and that will help you to grow as a leader.

- Fund Raising

Learn how to work a room. A great leader can walk into the room, and everyone in that space feels like they know her. Take the time to gain some experience in both group and personal interactions, and use that experience to improve your rapport with others in every social or business setting.

- Cosmetician

Try to simplify tasks for your employees. In today's world, it is important to complete tasks quickly in order to reach the ultimate goal of success. Take the time to simplify difficult projects by getting rid of meaningless paperwork and reports, and replace them with work that will really help your team to accomplish the important goals.

- Personal Trainer

A leader always guides their team through their example. Making sure that your employees know your expectations, giving them help when they need it, and demonstrating a passion about finishing the job are all parts of strong leadership. A good leader stays in touch with his crew and can help support them.

- Private Investigator

Don't let failure stop you. Any great leader will tell you that they failed many times before they learned how to do something. Instead of letting failure stop you, see it as a learning experience. The next time you are faced with a similar situation, you will be able to know what doesn't work.

- Hairdresser

You always have to finish the jobs that you start. If you

want the people who follow you to believe in what you say, you need to complete any project you start. If you don't, you will appear to be a flake and they will no longer trust in the advice you give them.

To be an effective leader, help others learn how to use their talents. This prevents you from resisting the inner nature of your workers. Let them use their skills to benefit your business.

So if you are an outgoing person and like to meet new people all the time, having an internet based business might deprive you from that pleasure.

Keep success within your reach by visualizing it. When doing new projects, take time to visualize the end product. Know that you will reward your team for a job well done and receive praise from the leaders above you. Consider what the outcome you want to reach is and then figure out how to get there.

Business ideas for the introverts are as follows:

- Writer
- Editor
- Artist
- Archivist

- Copywriter
- Transcriptionist
- Web Designer
- Gardener
- Seamstress
- House Cleaner
- Bookkeeper
- Data Entry

So becoming a public speaker might not be a good idea for you if you are an introverted person or one who likes to work independently.

Time for Self-Reflection:

The most important thing you can do for your financial future is to select from a well researched short list of business opportunities that best suit your personality.

Make a list of your personality traits. Be honest with yourself, because you are not going to fool anyone. It can be helpful to ask people who know you really well about your primary personality traits. Write down your interests next. Look for those that most intimately match your personality.

If you are ready to start a new life with your family, you will need to bear in mind all of the home business opportunities that are available to you. A good thing to do would be to start carrying around an electronic recorder or a pencil and a piece of paper so that you will be able to make note of the ideas that you come up with throughout the day. Many people come up with incredible ideas that would make brilliant home business ventures, but they forget about them and go on with their day to day work. Do not be like these people; think through any ideas that you have carefully. Have faith in your ideas. Do not give up on them just because they may seem impossible to implement.

So think of your personal attributes and traits and choose a business idea that suits your personality. Besides your personality, make sure that you are selecting a business that will provide you with a secure financial future.

10. There Are Special Challenges for Women in Business

Women who have just started their business may be wondering whether they are doing the right thing. These days women are working in all kinds of industries such as transportation, manufacturing and construction even though the retail and services sector remain the most popular for female professionals and entrepreneurs. The fact that women

are now being a lot more successful in business than in the past does not mean that they do not face challenges. The basic thing will be to work out how to handle the pressure at work together with family responsibilities.

Some of the main challenges that women in business face are the various interruptions that come their way. This is especially the case for those who run their business from home. One of the biggest interruptions is that of the telephone. This is because when clients call you will want to present the professional face of the business.

Make sure you hire people who will advance your business goals. Preferably, this means people who are smart, can solve problems, and most importantly, have some experience in your business field. Make sure you check references and do proper research so that you don't get scammed by someone with a fake resume and a silver tongue.

To do this you may need to have a separate business line installed in your home. One other common interruption is from the members of the family. This could come from either your husband or the children. You will have to let them know that you are unavailable at the moment and that you will get back to them later on.

When trying to be a good leader, it is important to listen to what other people have to say. Your opinions or ideas aren't guaranteed to be great just because you're a leader. If you listen to other ideas or opinions, you may find that the people around also may have great ideas that could work well with yours.

Another challenge is that of being organized at your office

or workplace at all times. If you are someone who has his or her own office, you could always be organized and orderly especially if you do not possess a back room. All you have to do is to ensure that you are not forming piles at places that other folks would not be able to see.

Effective leaders are inspiring. You need to develop the ability to inspire those who work under you, motivating them to work toward a common goal. You can use public speaking to achieve this, but there are also videos, blogs, articles and other methods to convey your uplifting message to your audience.

But many women have a home-based business. Such folks may find things going out of control since managing a home office can prove quite challenging. One thing you can do is to get some very special boxes in the small office. This way you can put the items that require filing into a box and then file them in order before the end of the day. The aim is to have a box that is used for empty files. There should be another box which would be for the project files. You can even put the completion dates of the projects on the files. This way you can easily track the calendar for doing business.

You need to find the innate qualities in yourself that can help you become a good leader. Although you may not naturally tend toward a leadership role, there is some aspect of your personality that you can develop which will help you to take charge. With time, experience and practice, you can hone your skills and develop your leadership abilities.

Finally you have to take a look at how you use your time. You can choose to write down everything you want to do for

each day.

11. What Kind of Training Resources Are for Women in Business

The training resources for women in business are many and different. They are designed to help women in each phase of the business development and growth processes. They can be classified as follows:

General Programs :

When working to hone leadership skills, you cannot go wrong by starting with honesty. You must lead people the right way. If you are always honest, your team will notice and appreciate the effort. When those you are leading learn how important honesty is to you, it will help to breed honesty in them as well.

This includes the following four sub-programs:

When you're a leader, you'll need to be accountable. If you make a mistake, admit it and move on. It can be easy to push the blame onto other people, but this should really be avoided. If you're accountable when you've made a mistake, the people around you will feel the need to be more accountable if they've made a mistake.

1. Business Start-Up Program:

Don't shift the blame for mistakes to others. Subordinates, outside contractors, and plenty of other people within the organization can cause a business transaction to go wrong. If you try to shift the blame, you will lose the confidence of your customers and they won't patronize your business any longer.

Aspiring women entrepreneurs can be the target audience of this program. It provides counseling, training and financial assistance and other services to women who are thinking about or ready to launch a business.

While you should always be there for your team as a leader, don't forget to nurture growth in yourself. Figure out where it is that you want to grow. Do what you can to stretch yourself as much as you can. Engage and deepen your passions and strengths to make your most valuable contributions.

2. Established Business Program:

Business is changing constantly so be open to new ideas. Even though something has always worked well in the past, that doesn't mean there isn't a better way to get the job done. Be open to innovative ideas. You can try new methods on a small scale before implementing them company wide.

The target audience of this program will be established business owners. It enhances skills and capabilities to position businesses for growth. The services include: sales presentation techniques, business consultation, and capacity building workshops, in-depth sales workshops, and referrals to specialized business professionals and

consulting with expert advisors.

Give people reasons to trust you. As a leader, it's important that you are trusted. When that happens, people are more likely to follow you and to do what you ask of them. Make sure you keep your word, and say what you truly think. People will respect you, trust you and follow you.

3. Market Access Program:

Avoid deceitful and sneaky behavior. IF you want to be a good leader, you must fulfill promises. If you claim to provide excellent service, everyone on your team has to be involved and understand the process.

Owners of certified businesses and established businesses are the target audience of this program. It offers a nationally recognized certification to help women business owners find, bid and win contracts with government agencies and corporations.

Listening to your employees is more important than talking to them. Being a good leader is about listening. Listen to what people have to say. Listen to the positive and negative things they have to say. Employees can have great suggestions for many things, helping move the team forward. You may be surprised at the amount of things you learn from just listening to others.

4. Finance Program:

Focus on your personnel decisions. Many leaders think that

giving many great speeches will move a company forward, but it's actually their personnel decisions that do. The team that you choose has the ability to make or break a company. This not only includes who you hire, but also who you fire and who gets assigned the most important tasks. Take great care when making these decisions.

The target audience of this program can include both start-up and established businesses. It can assist clients to develop and implement financial strategies to refine business plans, perform financial analysis and identify funding sources. The program also provides pre-loan and post-loan technical assistance including loan packaging.

Maintain a positive attitude. As the leader, you set the tone for your business. You need to make sure that the tone you set is one of possibilities, positivity and patience. Always encourage those under you to think in terms of the solution and not the problem, so that they too can keep an air of positivity as they go about their work.

Industry Specific Programs:

Don't take exceptional employees for granted. Reward your best workers. Give them more varied responsibilities and better opportunities. Match their pay to their performance. Don't let hard work go unnoticed. Make sure that you are reviewing the performance of your workers on a regular basis. If someone is truly going above and beyond, reward them for it.

These programs include the following three sub-programs:

When making important decisions, rely on your instincts. You're a leader due to good instincts, so don't ignore them. Remember that you aren't perfect and making mistakes is part of the game. Nonetheless, these mistakes offer opportunity for growth. Don't forget them since you do not want to repeat them.

1. Annual Entrepreneurial Women's Conference and the Women's Business & Buyers Mart:

Make sure each of your employees feels like an integral part of your organization. When dealing with specific problems, discuss them with employees who may have good insights or suggestions for finding a solution. Employees who feel that they are important within the company and may be able to affect change are more likely to perform well.

All women entrepreneurs and corporate and government agency representatives can be the target audience of this program. This can be a premier event for business women, corporate representatives, supplier diversity professionals and buyers from the private sectors.

Find out what motivates your employees. Using the right type of motivation will improve productivity. Remember that not all employees are motivated by the same type of incentive. Besides motivating your employees, you need to support them by standing behind them, helping them reach their business goals and helping them solve problems effectively.

You must show great leadership if you want to be considered for a position of leadership. Know what makes a good leader and use those items as a model. Dress correctly, speak without profanity and show trust and respect to your own

current leaders. Put it out there that you'll work hard, even if it seems less than worth it. When you do, it shows you have the drive and work ethic to be a real leader.

2. Child Care Business Program:

A large problem for business these days is the loss of one-on-one communication. This is primarily due to the electronic age we live in. If you want to be a good leader, try foregoing the emails and text messages, and really interact one-on-one with your team. Get to know them, and let them get to know you. Real relationships still work best.

It can provide a combination of on-site and off-site counseling and entrepreneurial training targeted to operate sustainable, accessible and stimulating child care businesses. The target audience of this program can be the aspiring and established child care entrepreneurs.

Offer occasional rewards to your employees. These do not have to be high dollar items, even a certificate of recognition will do. Everyone needs to feel valued, and rewards can help your employees to understand how much you appreciate their efforts. This will encourage people on your team to work harder and put their best foot forward.

3. Annual Child Care Business Expo:

Allow your employees to work independently when appropriate. Some bosses are constantly looking over an employees shoulder and micro managing their tasks. This is not an effective use of your time, and it does not allow

your employees to gain a feeling of trust. Instead, give your employees a project and let them run with it. Check in periodically, but do not always feel like you have to jump in at every step and contribute.

Aspiring and established child care entrepreneurs and supportive government and corporate entities can be the target audience of this program. Annual Child Care Business Expo is useful for home-based and center-based child care businesses. The Expo can provide opportunities to network with other child care entrepreneurs and to meet vendors and suppliers and to attend workshops.

For effective business leadership, good communication is essential. Good leaders listen to suggestions from employees and consider what they have to say. They also give timely feedback on suggestions and comments in a positive and respectful manner. This allows both the leader and the employees to get to know each other better.

Diversity Programs:

Take some time to interview people for jobs even if you do not currently have a position open. If you find someone who would be great in your organization, take the time to speak to them about future opportunities. This allows you to avoid having to scramble to find a new person when a position does open up, and it can reduce levels of stress during times of crisis.

These include the following three types of programs:

Don't let anything stand between your team and success.

Tedious paperwork and irrelevant stuff only slows down a team and hurts their chance to succeed. If you take away these things people can spend more time focusing on what's going on, so things can get done faster and with less mistakes.

1. Retail/Franchise Program:

Persistence and humor are two essential qualities for a good business leader. A leader must demonstrate the willingness to overcome obstacles and find solutions to problems encountered on the project. A sense of humor and the ability to make the workplace fun will inspire the team to keep working even when things are not going well.

The target audience of this program can be the aspiring and existing retail and franchise entrepreneurs especially in the areas of transforming communities. This program can provide workshops on retail and franchising along with consultation with successful retailers and retail business managers. This program is designed to support the transforming communities with the help of retail and franchise businesses.

If you plan on being a great leader, you have to prove that you are trustworthy. No one is going to look up to a leader that they cannot trust. In order to gain their trust you have to show them that you have integrity and you are an honest person.

2. Asian Women's Program:

Transform your fear into something motivational. Consider

risks to be opportunities. You may have trouble getting yourself into territory you've never been in before, but you'll start learning some things that can help you do well in your career and that can make you a better leader.

It can provide entrepreneurial training, resources and support to existing and aspiring Asian/Asian American women business owners. This program can also serve small businesses engaged in international trade. It gives you opportunities to work in conjunction with established international businesses and trade organizations. Aspiring and established Asian women entrepreneurs can be the target audience of this program.

Be who you are at all times. People can see through facades and will feel your authenticity, and this will cause them not to trust you. Be yourself, embody your beliefs and never allow anyone to put you down for it. If you do this, your team will see how strong and honest you really are.

3. Latina Business Program:

The target audience of this program includes the aspiring and established Latina entrepreneurs. This program can provide bi-lingual entrepreneurial consultation, training and financial assistance in various communities including the downtown offices, small villages etc.

To help a woman start a business, there are the following small businesses financing resources:

Government Small Business Loans - A woman can apply on a local, state, and federal level to get the money for her

business.

Veteran Loans - These are for those who have served in the armed forces. A veteran may be eligible for a veteran loan and training for developing a small business.

Small Business Loans - The Small Businesses are located in all states and offer small business loans and training resources to those who qualify.

Minorities - For those that are considered a minority, there are training resources to help start a business.

Grants - The business library in your local area can give you information on the training resources and grants available through the government, corporations, non-profit organizations and other organizations.

A woman has to check all of her options to see which training resource will work best for her business needs.

12. What Need to Know before Starting a Business

Women always have obligations with regards to the family. This sometimes makes it quite difficult for them to start any business of their own. However, with the way things are going in the economy it is not advisable for you to just stay at home doing nothing. These days it is still possible to get self-fulfilment from your own life beyond your work. You can do this by making use of your own knowledge, skills,

and expertise to begin your business while still at work. But the most important thing here is preparation. Let us take a look at some of the things to do to ensure success as a woman in business.

There are a number of reasons why people start their own business and you need to explore yours too. There are some who do it because of the need to a better purpose in their life. Some are more interested in acquiring financial security and independence. No matter the drive you have for starting a business, it should be something that moves you each and every day. If you do not have any idea at all about what you want to do, you really have to search for your passion. It is important that you do not lose interest in the entire business project as time passes.

Good leaders should be honest people. Do what you can to tell the truth. Remain authentic. When you tell the truth, do so kindly. Be open about any mistakes that have occurred. Mistakes will happen, so you need to accept them. It is those mistakes that you can use to find a new solution. They can provide you with nearly limitless opportunities.

Another crucial thing would be to put your finances in order. The great thing about beginning a business especially a small one is the small initial capital required coupled with low risk. It is quite easy to start, but the real challenge would be to focus on the course and never drift. One of the most vital aspects of sustaining development over time is having adequate cash flow to fund your business operating expenses while sticking to your household financial responsibilities. This can be attained by doing two things. The first thing would be effective budgeting and the second one is investing in your business. You will have to get in the habit of saving money and spending smartly so that you can free up money to invest into the business.

In order to be a great leader, you must be able to communicate your vision to your team. Explain clearly what the common goal is, and instill a vision of success in the group. Getting everyone working together on something they all believe in cements your leadership role in the group.

The last thing is that you have to be committed to delivering peak performance each and every day. In order to sustain high levels of energy throughout the day there is the need to get things done efficiently and timely. This would further maximize the extent to which you are working.

13. The Up and Coming of Women in Businesses

It is quite unfortunate that some look down on women especially when it comes to business and work. This is bad because according to studies that have been conducted the number of businesses started by women has increased more than the number of businesses started by men. The truth is that women bring to the business some special skills which are not typical of men. Studies have shown that in the United States alone women own 10.6 million businesses and the number keeps on increasing day by day.

It is true that there are a number of motivating factors for women to start their own businesses. One of them is that there are a lot more opportunities for women to thrive in business. There are some people of both genders that have better higher education opportunities. The government has realized the role that women are now playing in business. It is for this reason that there have been a lot more loans, grants and scholarships especially created in order to

assist women in achieving their goals and dreams. What this means is that no matter the kind of business you want to start as a woman, there are several options designed for you to aid you in your venture.

When you're a leader, you'll need to be accountable. If you make a mistake, admit it and move on. It can be easy to push the blame onto other people, but this should really be avoided. If you're accountable when you've made a mistake, the people around you will feel the need to be more accountable if they've made a mistake.

Whether you want to own your own retail store or have the dream of becoming the CEO of a start-up company, you will have to have the necessary tools and support to help you succeed. The important thing here is that if you do not know something you have to ask. There are many women out there who are doing great in business. You can readily learn a lot from them. Such people are always ready to share their experiences. They provide inspiration and also learning tools to those women now wanting to start their own business.

Do what's necessary to promote group unity. This means making sure that everyone knows what tasks they need to perform and what everyone else is doing. This prevents duplicate effort. Also, make sure each member of the team keeps the others up to date on progress. This makes budget and time overruns less likely.

One thing you can do to enhance your chances of thriving as a woman in business is to go online and then find the small women business grants that are available to provide financing and to make your dreams come true. You would however have to take your time to apply for and obtain the

grant as this process should not be hurried. Another thing is that there is no reason why you should stop dreaming. You have to take all of these things into account if you really want to thrive as a business woman.

14. Pure Success of Women in Business

Under normal circumstances the differences between the man and the woman when climbing the ladder of success are none. It is not very surprising that a working woman is actually more effective in many ways. The facts confirm this. Women are now running more than 9 million ventures. This is contributing about \$ 4 trillion to the economy of the United States. People would then ask themselves how women are able to manage everything.

Research has shown that more than half of the jobs that have been created since the year 1992 could be attributed to women in business. They increase employment. It would interest you to know that the glass ceiling in the corporate world being opened is not the only reason why there are more women in business. The working environment that is created for the women that stifles their creativity and the boredom that comes with a paid job are some of the reasons behind this. It is also true that women in business are as successful as men because of their skills and qualities.

When trying to be a good leader, it is important to listen to what other people have to say. Your opinions or ideas aren't guaranteed to be great just because you're a leader. If you listen to other ideas or opinions, you may find that the people around also may have great ideas that could work well with yours.

However, we cannot deny the fact that there are some marked differences between men and women when it comes to business. Men are very good at following a hierarchy that is from top to bottom and at letting others know who is in charge. Women, on the other hand, form horizontal networks and also believe in nurturing relationships. Men often concentrate on business goals possibly to the exclusion of everything else. They rely on logical reasoning during the process of making decisions. It is definitely true that women in business make use of several techniques when it comes to decision making. They are more intuitive. This helps them be better managers and leaders.

All good leaders look towards the future and focus on it. You have to know what it takes to see the future so you can figure out how to plan for what's coming up. Obviously you can't know everything that will happen in the future, but it is crucial that you are prepared. Always think about where you hope to be a year from now, and then take steps in that direction.

It is therefore not strange that women in business can be as successful as men and even surpass them in certain cases. One of the shocking facts is that the firms owned by women outpaced overall business growth by more than 2 times. This is very intriguing as they are still able to combine their business work with their family responsibilities which include taking care of the children. Women in business are surely working wonders. You can readily be such a woman, if you are confident in your skills and expertise and if you have an entrepreneurial spirit. Just remember that you have to have passion for your work as well.

15. Women in Business Are Limitless On How Far They Can Go

For all those women who are in business the sky is the limit. This is because there are more mothers working from home that are turning into business women each and every year. All these women are hoping to enhance their business skills so that they can develop their ventures into established companies with good reputation in the world of business. This means that there are more uncovered grounds for women to cover in the business world. These days there are tons of national networking groups available to choose from. All over the country and all over the world, there are clubs that are designed to offer any kind of help you desire.

There are clubs like the Ladies Business Club which comes with a blog that brings together information and news about women in business. Here you would be able to find tips, hints and articles including information relating to your world of business. The main aim of these clubs is to bring business women together so that they can help each other with advice and guidance. This means that these days there are more platforms for women in business to develop themselves than in any other era. This generation is offered great opportunities that must not be missed.

Don't just fly by the seat of your pants. Instead, pick up a book and read. Don't just read books about business leadership, either. You may find useful bits of knowledge that can be applied to your role as business leader in many different types of books, even those that tell fictional stories!

Apart from all of this, the business clubs normally hold regular meetings at which you could get tremendous information on what is actually going on in the world of

business. It is possible to get to know businesses that are making more profits than others. As the years go by the pace for women in business has increased greatly with a lot of large companies been established by them. Therefore these days it is not surprising to find a woman heading the board of a large corporation. With the development of these clubs and the chance to learn a lot of skills, the sky can be the limit for women.

Do not engage in dishonest or untrustworthy behavior. Follow through with all of the promises you make to be trusted as a leader. If your claim is that your team provides the best customer service, ensure your team knows how to do that.

Under normal circumstances, you would be required to pay a small fee when you join. The payment is usually in the form of a membership fee. In addition, there could be a monthly fee depending on the arrangements of the club. However, the cost of membership would surely be justified over time as you get to learn a lot of things that will be useful in the world of business. Once again, it should be said that the sky is the limit for women in business.

16. The Tools for Engaging Women in Business

There are different reasons why women engage in businesses, but in most cases they do so for the advantages that are associated with running a business. Long gone are the days when women were regarded as stay at home moms who relied on their husbands to bring home money. There are a number of activities that women can engage in to ensure that their family stays fed and healthy even when the economic hardships are serious. Businesses have both economic and

non-economic value. Thus in a number of ways their business ventures are quite necessary for those women who are dedicated to making money for supporting their family.

One of the advantages that attract women to business is that the venture is a source of income. Lots of women in business feed their families via the income that is obtained from their business. Thus as opposed to just staying at home, women help increase the earnings of the family. In this way, they are aiding in securing the family financially. Some businesses are huge revenue and profit generators while others bring lower amounts of money. The profits might fluctuate with time or be steady depending on the nature of the business started by women.

A good leader should always try to remain optimistic. Even when things aren't going as planned, a leader should be positive so that the people around you will remain positive. No matter what the problem is, a good attitude will give you, and your team, hope that the problem will be handled.

The business also gives women an activity to undertake in their free time. In the past, the housewife or mother spent lots of time at home and contributed nothing to the finances of the family - although of course her work in sewing, darning and cooking did save money. While some communities still regard the woman in the same manner, other communities help women in business.

It is not effective to be a leader if you are not able to set a good example for others. You cannot sit around giving out orders and expecting people to follow then if they don't have respect for you. The best way to earn respect is being a positive role model to others.

It is fortunate that lots of governments, NGOs and women's organizations are encouraging the modern day woman to start her own business. Even when the woman is most vulnerable and requires rest, some businesses can be managed from home due to the introduction of the internet. Lots of facilities are available for women to use if they are looking towards gaining advantages when running business.

Talk to other leaders. This can be a great way to get feedback on ideas and to figure out how best to address concerns and problems. This will also give you time to observe other leadership styles and techniques. You may find something useful, or you might inspire someone else.

Different communities have different ideas on what business is. But in recent days, one may start a business without any capital or licensing. There are lots of ways in which a woman can engage in business without leaving the comfort of her own home. There are lots of services that can be capitalized on and used to form the bulk of a business conducted from home. One might easily develop both economic and non economic skills. Different businesses can be run and passed on to the next generation thus securing the future of the younger generation.

17. The Market Place and Its Role in Business

When one is getting into business, one of the important aspects to look into is the market. The market can be the physical location to sell the products or services but it also represents the condition and requirements of getting the end product to the consumer.

Usually the chain in business begins with the producer and ends up with the consumer. There are lots of other parties involved between the two. Sometimes the market may represent the other parties between the producer and consumer such as the retailers or wholesalers. If one is to get involved in business, one of the important aspects is to establish the role that your venture will take in business. This is a very important for women in business.

Whenever you can, be open with your team about potential problems. Unlike the old leaders who covered up problems, the great leaders of today are more upfront in their communication. Want to know why? Communication is prized nowadays. The situation will be exposed no matter how much you try to hide it. You need to be in control of the message you communicate instead of simply reacting to it. This is the path of true leadership.

The market is controlled by forces such as demand and supply, though other forces such as political stability also play a major role in the condition of the market. For one to be successful in their business venture, one of the important things to ensure is that the business understands the market. Some ideas in business may require a short term assessment of the market but in some cases one has to analyze the trends for the coming years. You will have to perform analysis constantly after starting a business.

Don't make the mistake of ordering people around. That is not true leadership. The key to true leadership is to inspire those around you. You need to help them find their own voices, so that they can go on to lead others. The entire journey they take with you is about their ability to know themselves better.

Demand is a very important trait of the market. It represents the general need of the consumers for a particular item. Demand for a particular item may be affected by factors such as pricing of the product and the quality of the product. Sometimes the demand for certain products may be high and in most cases the business men and women will try and provide enough products and services to satisfy the consumers. When the consumer is getting their wants and needs satisfied then one might have an opportunity to succeed in business.

Stick with your goal. One way that leaders tend to fail is that they "switch sides" when things get tough. Try to stick with the goals you've established, and do what you can to stay on one path until completion. You may have to eventually change paths, but do so carefully and avoid doing it too much. Constantly changes paths can make you appear confused and undetermined to others.

Supply is the other common force in the market. It represents the products or services available to the consumer. In a number of ways it is affected by demand, but it can in turn affect demand. For a business to prosper, the products should be sold over the shortest time possible so that the trader will have to order new supplies constantly. With products, the volume traded determines the success or failure of a business. Women in business should ensure that they understand the market forces before starting a venture. You can readily take special courses or learn from experience.

18. The Entrepreneurship Spirituality of Women in Business

It is interesting that today women are taking on magnificent

roles in the world of business. There are some who are running large companies while some have small businesses of their own. All women in business have one thing in common and this is their spirituality of entrepreneurship. More women are entering the business arena because of the need to be more autonomous. They also want to have control over their work and work time. In many cases, women choose to have a business of their own simply because they are undervalued by their employers and are not allowed to show their full potential in terms of skills and creativity.

The good thing is that the internet has opened up an entire new world to these women such that they can enter into any kind of business they want. This is especially the case of online jobs as these allow women to work from home at their own pace. These days the woman entrepreneur would be able to easily schedule her work around the family as well as their needs. It is interesting to note however that not all women are born with the entrepreneurship spirituality. There are some traits that have to be developed to attain this particular skill.

Walk the talk. Leaders don't say one thing and do another. That is confusing to employees, and demotivating in many ways. Instead live by what you say. Follow through and lead by example. Then you'll have more than employees, you'll have champions who believe in your business and your leadership too.

One of the characteristics of a woman with entrepreneurship spirituality is that she sees the big picture. She is capable of seeing how different things relate to one another. These women would have to be innovative and creative. A woman in business has to be a strong decision maker with the ability to think on her feet while setting things in motion. Apart from this you need to have a high level of energy that is sustainable over a long period of

time.

A good leader, or manager, will go out of his or her way to get to know employees better. Not just about work-related topics, but about their outside activities, family and interests. Employees appreciate it when their leaders acknowledge them in ways that don't pertain to work. This makes the relationship a little more personal.

Women with entrepreneurship spirituality are very self-motivated and are not afraid of anything when it comes to doing their work. They love to be in control. If you desire this kind of spirit you would need to be a taker of calculated risk. You have to have a high tolerance for failure while considering it to be non-problematic. You would need to have a very powerful drive to make money and accumulate wealth.

Be sure that you spend some time each day out of your office, and in the midst of the workforce. Try to be a part of the group, while maintaining your leadership role. You can use this time to get to know your employees, ask questions or even join them for lunch.

All of these would have to be developed as they do not come suddenly. However, it is important to note that businesses have their ups and downs. When the latter come, you should not take things personally. You should move on.

19. Creating The Right Business Plan for Doing Business

There are lots of reasons why women in business have started their ventures. The main one is that it is a source of employment and income. Although starting a business might be a great idea, one needs to know what to do and when to do it. Women in business know that it takes more than a great idea to start a business.

You will need effective marketing and advertising. This makes it important to have the business idea laid out. Before starting a business, the proprietor needs to conduct some research and obtain data. They also need financing to support the business initiative. Businesses may have the same idea but the execution differs. This may determine the success of the business or its failure.

A good leader should always try to remain optimistic. Even when things aren't going as planned, a leader should be positive so that the people around you will remain positive. No matter what the problem is, a good attitude will give you, and your team, hope that the problem will be handled.

One of the important documents that are needed when starting a business is the business plan. The business plan can be defined as documentation of the plans the proprietor intends to implement when running their business. It should include information on the expected sources of revenue for the business, projections of sales and projection of the profits expected over the time. The plan should also include the expected expansions of the business. This is quite useful when one is proposing their business idea to investors and lenders.

When a leader is setting goals, the goals should be realistic. We all want things done faster in life, but sometimes things take time. If you rush your team, you may

find that there are more mistakes, unhappy team members, and a very stressful environment. Make sure that your goals can be achieved in the amount of time that you've allotted.

The business plan can be written by the proprietor or a hired expert. The business plan is important for women in business for it helps in keeping track of the business's progress. It also gives the business a goal. Writing the business plan can be tedious, especially if the proprietor has no knowledge of how to draft the document or lacks the skills to perform the task. If a woman lacks knowledge on how to run businesses, there are lots of opportunities available for her to gain knowledge on how to write a business plan. There are free online resources as well as grants for courses in business.

Tenacity is an important quality in a good leader. When things aren't going the right way, your team is going to turn to you. You have to focus on the completion and the solution for any task and problem, regardless of what things appear as obstacles. Your persistence is going to motivate everyone else to get back to work and be hopeful.

Hiring an expert to write the business plan for women in business can be a great idea especially if one is engaged in other activities. This can be necessary since the plan might be quite demanding. One may require lots of time to complete the plan and thus simply hiring an expert can be a great way to get the plan written. There are different experts who can write the document, but it is always advisable to ensure that one hires the best of experts in the field.

20. Targeting the Right Market and Demands in Business

There are lots of business ideas that women can exploit and make some cash on the side, but the decision solely depends on the proprietor. If one is looking to start a business and has little or no capital, there are some ideas that one may utilize to ensure that they get some revenue from their venture. Some of the common leisure activities and hobbies have the potential of earning one some cash. One of these activities is photography. There are a number of industries that are buying services and products from small ventures. These can offer a very good business to some people who are just starting a venture.

The first thing that every woman in business should do is to assess the market. One must know what the market is demanding at all times so as to provide the product. A common industry that needs to keep up with the shaky demand in the market is the fashion industry. Just as the market changes, the proprietor should ensure that they keep up. There are a number of ways to get an idea on what the customer wants such as using the internet to communicate with the customers. There are different types of people. This means that even though one is keeping up with change, a taste for the past is also necessary.

Being a great leader is a lot more than dishing out orders. One of the most important parts of being a great leader is developing a trust between yourself and your team. If you want your team to give you the best work possible, treat them with the same respect you demand.

Some of the most important tools in using the internet are the social networks. These can help one in getting ideas for business starting and development. The social networks can be useful as marketing and advertising tools. By using these resources one can communicate with the customers. One

can do this by announcing changes, new stock or even discounts. Since on these sites customers can make comments, share reviews and give suggestions, as a business owner, you will be able to get a tip on what the market wants at that particular time.

Offer incentives to employees who continually perform well. You can use a standard model with known rewards or surprise good employees with some type of recognition and bonus. Be sure you don't make promises that you can't keep. Always encourage your employees to do their best work and make sure each one understands their role in your organization.

When running or starting a business, the most important thing to do if you want to make the most out of your sales is to know your target market group. Although the internet can be useful in helping one know the market and the market demand, some aspects of the target group are hard to pick up online. Thus you may need to interact with the target group outside the social networks. You may have to attend parties and social gatherings in order to get data on how to modify your business to the target group likings.

21. Most Successful Women in Business

Today, more and more women are starting businesses, gaining leadership positions and overpowering men in the business world. There was a time not so long ago when it was considered unusual to find women in business. Most women in business share common qualities that help them become and remain successful. Below are a few of those qualities.

Setting and Achieving Targets:

In order to be a great leader, you must be able to communicate your vision to your team. Explain clearly what the common goal is, and instill a vision of success in the group. Getting everyone working together on something they all believe in cements your leadership role in the group.

Goals or targets consist of anything you intend on doing. You will strive to meet them. You will become confident. This helps to improve your overall business sense and drive. You will succeed by setting clear goals for yourself.

Always provide rewards for those who exceed expectations. Salary is not enough incentive to keep people motivated. If a team member works particularly hard on a project, reward them with a gift or cash bonus. Good leaders do not hold back rewards.

Keeping Straight Priorities:

Take care of yourself. When you're a leader, it can be very easy for you to lose yourself. However, it's important for you to remember that you are not going to be much use if you never sleep and never eat. Make sure that you are caring for yourself so you can best care for those you are leading.

You will keep your path leading to your ultimate goals by keeping your priorities in order. You could run the risk of losing focus and finally missing out on opportunities if you start to bend or drift from the path you are on.

Reward great work. It may be tempting to be a slave to the bottom line, but you'd be amazed what a few rewards can do to help productivity. These rewards don't have to be big. A bagel breakfast or gift certificates for a team work quite well. The gesture shows that you care, and good leaders really do.

Time Management Abilities:

Set time aside to observe how the project is going. Bring in some of your subordinates to let you know how they feel. You can discuss changes, consider suggestions, and even make friends.

Other things get neglected if you dedicate too much time to any one thing. Dividing your time between different goals will assist you in meeting them more efficiently within a sensible amount of time. Good time management skills help you work on your most important tasks.

Do not be afraid to jump in and help. This is much easier if you work on site with your team, but is possible from afar if you are creative. If any person from your team needs help, jump in and give them a hand. You may learn a lot from the experience.

Overcoming Challenges:

Anyone in a leadership role should be concerned about trust. You must be able to trust your team, or workforce, and they must also be able to trust you. Try having a meeting periodically with a small group, where trust issues are discussed, and solved. Look for good articles on the subject

of trust in the workplace, and read them with your group, giving each other feedback and suggestions.

For a woman, the world of business is still biased. It will not treat you fairly in many instances. You are frequently forced to prove yourself whereas a man may not need to. You need to remain professional, while also staying emotionally strong and confident. Every challenge you overcome is another step closer to reaching your goal.

Always keep communication open with your employees. Make sure they understand what they should be doing and inform them of any change of plans. If you fail to give them necessary information, the team cannot succeed. It also makes you lose control of the team.

Take Time to Rest:

Every good leader should be an expert at delegation. Some leaders make the mistake of thinking they have to do everything important themselves. However, if someone else can handle a task in an efficient manner, delegate it to them. Just be clear about expectations, timelines and understanding of the task.

You can go to a spa or simply take time off to spend with family or take a vacation if you want to. A little relaxation and rest can be quite useful for recharging yourself to take on new work challenges. You should be able to balance between work and your personal life. This is challenging, but many successful women manage to do it with effective use of different time management techniques.

As a leader, part of your job is to be there for your team, or workforce. Always encourage your team to explore new options and challenges. Help them to identify their weaknesses, strengths and work style. Then, If you let them, each individual person can help to increase the growth of the company.

In order to be successful, women in business must overcome many unique challenges. The mentioned traits are things that almost every successful business woman possesses.

Make sure each of your employees feels like an integral part of your organization. When dealing with specific problems, discuss them with employees who may have good insights or suggestions for finding a solution. Employees who feel that they are important within the company and may be able to affect change are more likely to perform well.

The following women are the world's most successful women in Business:

While a degree of assertiveness is useful in certain aspects of leadership, think twice before using aggressive humor. This particular type of humor tends to win laughs at the expense of others, which can create a hostile and unpleasant working environment. It also makes it difficult for members of your team to view you as a fair, respectful leader.

1. Indra Nooyi - She's the Chairman and CEO of PepsiCo. The company has sales of over \$40 billion.

Charismatic leaders have a powerful ability to attract and inspire other members of the group. One of the most

effective tools of the charismatic leader is a tendency to view and describe risk as highly attractive. By tackling risky projects, they appear courageous and engaged. These qualities serve to further highlight the powerful pull of a charismatic leader.

2. Irene Rosenfeld - She's the Chairman and CEO of Kraft Foods. Her company has about \$48 billion in revenue

If you review employees, you must focus on their good traits and their overall performance, in addition to the their flaws. To motivate others, try complimenting the good qualities they have and offer advice for improving performance.

3. Patricia Woertz - Chairman, President and CEO of Archer Daniels Midland otherwise known as ADM (also known because of the movie "The Informant'). In 2009 their stocks rose 13%.

Great leaders should always strive to set a good example. If you want your employees to be honest, you must be honest as well. If you want your employees to show respect to each other, you must respect them. When people see you acting a certain way in a leadership role, it helps them to better understand how and why those characteristics are important to the organization.

4. Andre Jung - Chairman and CEO of Avon Products and inspiration to all Avon women all over the world

Provide your team with regular feedback, and never be afraid to tell them what they are doing both right and wrong.

Feedback is crucial toward developing skills and completing tasks at hand. It will help your team to understand how to improve, as well as what they are doing right along the way.

5. Oprah - She's Chairman of Harpo and OWN and has been the Queen of Talk for years. She maybe leaving the talk show but it's certainly not the last we've seen of her.

Make sure there is always room for fun at work. While working hard is the key to success, everyone needs downtime now and then. Use this time to provide some enjoyment for your employees. Your employees will feel closer to you and one another, and they won't dread coming in to work.

6. Ginni Rometty - Currently Senior Vice President, Group Executive and in charge of Sales Marketing and Strategy and also the lead candidate to become the next CEO of IBM

Help your employees to follow their dreams. Everyone has goals, and a strong leader realizes the goals of his employees and helps them to get there. This helps to keep people motivated and dedicated, and the new skill sets they learn along the way can benefit your organization too.

7. Sherilyn McCoy - Worldwide Chairman of Johnson & Johnson. She may have had a rough year but she's not slowing down. They have 11 new drug filings planned for the next 13 years.

If you want to be an effective business leader, get yourself organized. The productivity of your workers depends on your organization. When you are disorganized, you waste too much time trying to find the information you need to support the needs of your staff. It is also demoralizing to your workers

if you expect them to work harder to make up for your lack of organization.

8. Melanie Healey - Group President for North America of Procter and Gamble, accounting for 42% of revenues.

In order to grow your leadership skills seek out more knowledge on the subject. Great leaders know that becoming great leaders is a path they will never complete. Refinement of skills, continuing education and looking for ways to improve conditions are three good concepts of leadership. This will enhance your capabilities as a leader while showing people around you that you are able to effectively lead them.

9. Sheryl Sandberg - COO of Facebook. She has played a key role in turning Facebook's 500 million users into revenue.

Do not shirk your responsibilities if you want to be a good leader. You have to make decisions and accept responsibility for what happens, whether it be good or bad. This can be hard at times. Remember, you will often be assigned blame for things, whether it is a direct result of your actions or not. You must be able to handle that.

10. Michelle Obama - she may not have won her title of First Lady by vote, but this Harvard Law graduate has started a campaign "Let's Move" and has gotten companies like Kellogg and General Mills to pledge to reduce the calorie content of their products by 2012.

Have a clear vision, to be the most effective leader there is. You can't wander about aimlessly in any position or on

company time and expect to be a respected leader. No matter what your objective or how big or small it is, maintain a clear vision and keep working in that direction.

Aside from them there are women like Beyonce, Angelina and Lady Gaga who have not only become celebrated stars but have also become successful business women. They are women who speak out about human rights and are heard.

Never be stodgy and stuck in your ways. A great leader is always learning right along with their team, and being open to new ways to do things will allow you to excel beyond your peers. From technology to new strategies for how to get a project done, stay open to new ideas.

To become a successful woman in business, you should not hesitate to move forward with confidence in yourself when you're ready to take on the world.

22. Part 1. Private Corporations Grants for Women in Business

Those who are interested in starting a new business in the United States may be able to get some amount of free money. The fact of the matter is that this money could be from the government or from non-governmental organizations. It may interest you to know that the grants for women in business are available through many programs. These offer small business owners the money they need to start their venture. For those who are considering a home based business, expanding their current business or starting a day care center, there are a number of grants available to choose

from.

The good thing about these grants is that they are not supposed to be loans for the small businesses. The grants are offered to the eligible entrepreneurs and business folks in order to help them make a profitable enterprise. This is money that is not supposed to be paid back at all. The most important thing is that you are able to use the money according to the terms of the grant that you have applied for. The money would be yours to keep. It can be used to help you succeed in business.

Offer incentives to employees who continually perform well. You can use a standard model with known rewards or surprise good employees with some type of recognition and bonus. Be sure you don't make promises that you can't keep. Always encourage your employees to do their best work and make sure each one understands their role in your organization.

The only reason why the private foundations offer grants to women in business is because of money. The fact of the matter is that by making an investment in the businesses that women own, the private foundations that offer the money take a calculated risk. As investors, they would make the money back. The thing about the private foundations is that they get a tax write off to maintain their non-profit status. It is important to note that all of this money is available to women. However, you have to apply for a grant first before it is given to you.

Understand the business you are in. Unfortunately there are many leaders out there who don't get their business totally. Whether that's because they inherited the business or they just no longer care, it doesn't matter. It reads the same to employees. How can you lead if others don't trust that

you have the knowledge to do so?

The best place to access a wide range of the private grants for women in business would be the internet. When you go online, you will come across a number of websites that direct you to the grants offered by foundations. You can get a complete list of all the institutions that offer this money. It would be good to check your eligibility for any of the grants before applying. After you have been offered a grant, it is important that you specifically use the money for the purpose intended. Make the most out of the grant by investing the money in your business. You can also try these website too below - but remember to do your research!!!

23. Internet and It's Purpose for Women in Business

The Internet is quite useful in a number of ways. When it comes to women in business it can be useful in many different ways as well. The Internet can be used as a resource to run a business as well as a tool to help in running a business. You can use it for marketing and advertising. There are different resources available on the web that can be used to ensure that the business succeeds. But how you use the internet will depend on the business idea you have. Some businesses would prefer a different tool when it comes to marketing and advertising such as a point of display advertising, but this will all be determined by the proprietor.

The Internet has one great strength when it comes to being used as a tool in business - it is globally available. Most companies, some of which are run by women, use the internet to market, advertise as well as sell their products to

people and companies from all parts of the world. Thus, they take advantage of the global platform that is provided by the internet. When one uses the internet as a tool for their business, one can be assured of reaching numerous users of the Internet.

When you're a leader, make sure that you team with people. You must remember that you are a part of a team. Individual voices can contribute to and better an entire project so try bringing others together to collaborate. Leaders are never alone. Do your best to invite as many perspectives into the discussion and decision-making processes as you can.

Although one might easily get their business started, creating web presence is another task that must be undertaken seriously. There is a lot involved in getting the business online depending on its nature. Some people will only need to place an ad on a given site; others will require a fully functional website. Depending on the needs of the business, this can be easily achieved or it may require some investment. There are experts that can help in ensuring that your business gets web presence, but you have to make sure that you keep the customers attracted to your products.

Always be ethical. In order for your business to be successful in the long-term, being ethical is key. When people know you are thinking about their best interests, they will be loyal. Set an example that your employees will follow by being ethical.

The reason why most people are using the internet to perform various functions such as buying or selling products (which is business in itself) is the ease of access. When one wants

to access the internet in this day and age, all that one has to do is use an internet enabled phone. Other technologies such as the PC are also useful for accessing the internet. Over the years, products sold and advertised online have become relatively available to those customers who have a much easier to access the internet. Thus, any business with web presence will get some promotion.

24. Inspirational Women in Business

It is a widely accepted fact that men still constitute a larger proportion of all business owners all over the world. However, in recent years the number of women who are starting their own business is gradually increasing. The good news is that they are acquiring enough skills to help them manage their businesses well. These days you would find many women who have achieved tremendous success in their fields of business so that the world becomes a better place for us all.

It would interest you to know that there are a number of institutions and agencies offering help to women in businesses. These folks also offer the necessary inspiration needed for women to succeed in their various businesses. For instance, there are multi-level marketing structures that offer people an opportunity to build a prosperous business for themselves while helping to generate significant funds. People have also established marketing companies all over the world to provide inspiration. There are quite a number of charitable organizations that are dedicated to helping save children around the world. They are also devoted to donating money to women in low income countries so that they can start their own businesses and generate incomes to help provide for their families.

When working to improve in the area of leadership, it is vital that you develop competency. People need to trust that you know what you are doing in order to feel confident in your leadership ability. Instill confidence in those who follow you by finding a mentor to help you become truly proficient in what you do.

There is absolutely no doubt that women in business need all the inspiration and motivation they can get. This is because there is a kind of feeling in the corporate and business world that they are the inferior gender. Some have the notion that these women can never make it so they do not offer them enough opportunities for business or for partnerships. However with the needed motivation and inspiration, women in business would be able to reach any possible height in their business endeavors.

Effective leaders are inspiring. You need to develop the ability to inspire those who work under you, motivating them to work toward a common goal. You can use public speaking to achieve this, but there are also videos, blogs, articles and other methods to convey your uplifting message to your audience.

There are some institutions that are specially designed to offer financial support to women in business. These could come in the form of grants, loans and subsidies. Indeed the number 1 problem that many businesses face especially those belonging to women is with financing. Therefore these institutions normally serve as a bridge between the businesses and the finance companies. Moreover they are able to offer women the needed training and development necessary for the effective management of their businesses. This is something that is really inspiring for all women in business. You can take advantage of all opportunities

for financing and training to achieve success.

25. Better Customer Service

Good customer service is an essential part of business. It affects important brand and business objectives like high customer satisfaction, loyalty, repeat purchase, up selling and higher profits. Better customer service should not be that hard. It can happen if organizations reconsider positive business strategies. The following strategies are very important to improve customer service:

1. Check Your Customer's Pulse - This is to check their happiness level, not to see if they are still breathing. Every time you interact with a customer in person or over the phone, initiate a quick discussion to figure out how they are feeling. And as you begin to build a relationship with a customer, consider doing a quick survey or offering a comment card.

Honesty is key to being a great leader. A leader should always lead group members in a positive direction. Honesty is sure to be noticed and appreciated by your subordinates. You need to remain honest, because that will encourage them to stay honest with others, too.

2. Check Your Employee's Pulse - Your employees are an available source of customer information. They know how your customers really feel. And, given the chance, they'd love to share it with you. Take the time to listen and understand. It can be a real eye-opener. They see the obstacles your customers have to overcome in order to use

your products and services .

Being a great leader is a lot more than dishing out orders. One of the most important parts of being a great leader is developing a trust between yourself and your team. If you want your team to give you the best work possible, treat them with the same respect you demand.

3. Define Your Customer Service System - Ask any number of people from your staff for the definition of customer service and see what you get. You might be surprised. Most organizations assume that everyone is on the same page, that somehow everyone knows the significance of customer service and what it means to customers and the organization. You need to agree on an ultimate version right away.

When leading others, focus on your subordinates and success will follow. Learn about how to encourage and inspire people who work with you. Rather than focusing so much on making sure every single task gets done, put your energy into motivating your team to do their best.

4. Understand Your Customer's Obstacles - Watch your customers' movements and behavior when they are in your organization. Are they visibly annoyed? Do they stand in line looking at their watch? Can you tell by their body language that they would rather be somewhere else? Do your frontline staff seem attentive to their needs? Gather this information as you go about your daily tasks.

If you have an employee that goes above and beyond the call of duty, do not hesitate to give them extra praise and rewards. Even though it may seem like you are playing favorites, you are giving them what they deserve. be open

with other employees about it so they are aware of what rewards come with hard work.

5. Data Drive Your Business - If you don't currently collect valuable customer data, then now is the time to begin. It doesn't have to be in any great detail. Just the basics - name, address, phone number, e-mail address - if your customer doesn't mind. Utilizing this information is essential for keeping customers connected to your organization.

Consider holding monthly contests among your employees. These contests can be based on the most sales, the best customer service or a variety of things. The prizes for the contests can be something as simple as a preferred parking place or as extravagant as an additional paid day off.

6. Change Your Employment Policy - It is understandable that businesses would want to keep people to develop and grow. But this may not be the best approach when it comes to customer service. We have all heard the saying, familiarity breeds contempt. This is often the case with veteran customer service staff. They can be battle-worn, preferring to concentrate on acquired technical skills instead of focusing on the customer.

Stick with your goal. One way that leaders tend to fail is that they "switch sides" when things get tough. Try to stick with the goals you've established, and do what you can to stay on one path until completion. You may have to eventually change paths, but do so carefully and avoid doing it too much. Constantly changes paths can make you appear confused and undetermined to others.

7. Lay Down The Law Of Customer Service - You have to create a customer service "law" for your business. It simply needs to set the customer as the number one priority in a clear and understandable way. It needs to be obeyed. Make sure that everyone who interacts with a customer, lives and breathes the "law" of your customer service on every occasion.

Don't fear failing. Failing is something that many great leaders have done, and it has only spurred them on to greater victories. If you fear failure, you may be afraid to act boldly, which is the only way for a leader to act. If you fail at something, use it to help you change directions.

8. Turn Customer Service Into a Sales Driver - Educate your customer service people to fully understand the many benefits your product offers. Train them to explain these benefits to the customer in a comfortable, conversational way. Encourage your customer service folks to talk to customers like advisors and not like salespersons.

Although it's a good idea to incorporate innovative ideas and continue to evolve your business plan, you need to stick to your original plan. Continuing to work towards a specific goal helps build your credibility and makes others confident in your abilities. Remember that your plan can be improved upon without changing completely.

9. Establish Visible Measures Of Success - If you want regular customers to return and buy more, then set that as the goal for your customer service team. If you have an established survey method, use it to create an understanding of where you can and must improve.

Rehearse the behaviors and attitudes you wish to display as an effective leader in your mind. Try to create the most realistic vision you can. When the time comes, focus on putting the behaviors you practiced into action. This method is often used by athletes before a big competition or race.

10. Communicate - Customer service work has to be learned, reinforced and practiced continually with regular management input. Try a simple management communication technique that you can adopt today. It allows you to chart the day's goals and it reminds employees that the customer is the most important person in the organization. The communication between customer support staff and clients has to be ongoing. You can use technological advancements to help you in this respect.

Learn good delegation skills to master or compensate for your personal weaknesses. No one is perfect, so you know you have them. Leadership isn't about being the running back that scores every touchdown. Rather, it's about being the quarterback, who always knows who is right in each play to carry the ball.

Always be clear. It doesn't matter how good your workers are if you aren't communicating your ideas efficiently. Be sure to explain your goals and any deadlines that need to be reached. Make sure that your workers understand what you expect from them, and be available to answer any questions they might have.

Improving customer service will never be a quick fix. It is an endless journey, but a crucial and rewarding one. Make a decisive moment and embark on the journey today.

26. Import/Export Business Method

Import/export businesses match foreign and domestic buyers and sellers of various commodities and products.

Import/export companies normally have low overhead costs and slant business method, allowing them to reap sizable profits with a minimal investment. Sales, marketing and relationships are the crucial elements that can make or break a new import/export business. The same applies to paying attention to all local legal issues.

Basic Concept:

Communicate openly with your team. You must find your own voice. You also need to learn how to express it and how to trust it. When you have ideas and information, you must learn how to share them. Stay accessible and be willing to listen. Integrate your thinking into the whole. Be aware of how your style and presence affect other people.

Import means to supply a product or service to one's own country from another. On the other hand, export means to supply a product or service from one's own country to another. Trading is the basic need of a society because one region or group or culture cannot produce everything.

Learn your employee's names. A great leader takes the time to learn the names of his or her most immediate staff, and even the names of the top performers under them. It shows them that you care enough about them to know them not just as a worker, but as a real person.

So the import/export business is not something new. It dates back to the birth of human civilization, even though it has grown more complicated throughout the ages. The advancement of modern science and technology has made it potential to import and export even from the furthest corners of the world.

As a leader, you must have confidence. This will, in turn, instill confidence in your team. If your team sees you doubt yourself, they will begin to doubt you too. Always act deliberately and do not waver, but do not be afraid to change your mind. A good leader is flexible.

For example, think of modern life without the electronics of South Korea, China and Japan, perfumes from Paris, bananas from South America and cotton from Egypt. In one year alone the USA export-and-import industry makes \$1.2 Trillion by doing business with 150 countries in total.

Be open to doing things in different ways than the ones you are familiar way. Do not immediately shut people down because they are suggesting you do things differently. Show them that you are open-minded and willing to give new things a chance. This will help foster better connections with people.

International Trade Models:

Befriend a trustworthy person in the same business field. This person will be invaluable when you have an idea and you want to make sure it is actually viable. You will, of course, have to be available to your "business buddy," as well, as this sort of relationship is a two-way street.

There are a number of import export business models in economics that describe or try to describe international trade. The most popular one is the Richardian model. This model focuses on relative advantage, meaning that countries specialize in the production of certain goods. It also says that labor is the most important input to production. Other models include the Heckscher-Ohlin model. It focuses on the productivity of popular productions of particular goods. Others are the new gravity model and trade theory.

If you have a lack of purpose and passion, you cannot expect to get very far. You have to show people that you really stand behind everything you say. If they start to feel otherwise, you will have a hard time trying to show them that you deserve to be a leader.

Terminology:

Reward great work. It may be tempting to be a slave to the bottom line, but you'd be amazed what a few rewards can do to help productivity. These rewards don't have to be big. A bagel breakfast or gift certificates for a team work quite well. The gesture shows that you care, and good leaders really do.

Sometimes experienced internet entrepreneurs become baffled with the technical terms used regularly by economics experts in the field of business. Importing and exporting is complex. The industry uses some unfamiliar but basic terms such as availability (the possibility of finding a good at any one place at a time), manufacturer's representative (salesperson expert in a line/type of products), distributor and wholesale distributor (an organization buying your goods and selling it to the other

side), representative (salesperson who sell the products to the distributor) and retailers (tail end of business-chain) etc.

Adopt an eternal attitude of learning. While this article has great tips in it, there's always something more to learn. Business changes and evolves and you need to keep up with it. Always be reading books, newspapers and blogs. If possible, attend classes and workshops. Those are chances to learn and network.

The different types of importing and exporting companies are Export Management Company or EMC (that handles overseas business for a local company), Export Trading Company or ETC (that chases down which products foreign buyers are willing to buy and then finds the local organizations that make that product and then exports it) and an import/export merchant, who is a free agent i.e., an entrepreneur.

A great leadership tactic is to periodically meet with individuals concerning their personal work goals. Try meeting privately, going over goals they may have, as well as your goals for them as part of the team, or workforce. Then, find out if there is any way you can help them to meet these goals. Lastly, be sure to follow through.

Transport:

A good leader is able to help develop strong leadership skills in others. If you try to micro-manage every detail of your business, you won't have time to look at the bigger picture. Having trustworthy employees who can lead others will give you the chance to delegate responsibilities as your company continues to grow.

When you are in the import- export business you will learn about all types of transportation. You will know which is the cheapest, but the slowest, which is the fastest but the most expensive. You may even get creative with transportation at times. Because of weather conditions, you may have to contract a Cab to transport some material from one place to another.

Do not put your self above your team. You are all working together. You are working towards the same goal as your workers and their work reflects on you. Always remember that you are a part of your team, even if you have a different title than everyone else.

Any business holds a great deal of responsibility, and import-export is no different. But it is still a wonderful business, one that is full of adventure. To be successful in import-export you have to be open to different customs and people and you have to use creative communication methods. It is an interesting and different career, one that will bring new challenges into your life.

Learn how to laugh. Yes, you've got a serious job with a lot of responsibilities, but leadership isn't born out of tension and stress. Sometimes you need to learn how to lighten the mood. Not just for yourself, but for your employees too. If you've hit some rough patches, it's your responsibility as a leader to help your team get out of it.

Follow your Government Rules:

As a leader it is your responsibility to identify the

highest performing workers and ensure that the company retains their valuable talents. Look for ways to reward their performance. This can take the form of additional compensation, a bonus, special recognition or additional freedom or responsibilities in their daily work.

When you work in import-export, you also need to deal with the country's export trade policies. So you need to find out what those are and whether you qualify to meet those policies or not. You can learn about these from the trade commission. Most countries have websites that provide the necessary information. You can visit their offices in the capital as well.

Have a clear vision of what you want to accomplish with your business in the short term and the long term. You and your employees will be better able to stay on course when everyone understands your vision so make sure they understand it. Make small changes when necessary but always stay focused on your vision.

Starting an import/export business needs some specialized training and advice about the process. A newcomer on the field will need to bear this in mind. If you feel that it is time to begin your own business and take more control of your life and time, maybe an import/export business is right for you. Consider importing goods or exporting for a living.

27. Recognizing Business Opportunities When They Come A long

A business opportunity can be defined as a business proposal an entrepreneur would like to take advantage of considering the risk and the compensation concerned. The opportunity can be related to trading, servicing or manufacturing.

Business people in general and most of the industrialists reconizing a business opportunity based on the following three criteria:

Great leaders inspire people to think creatively. Creative thinking prompts folks to take chances that lead to amazing outcomes. Be open to innovation and unexpected courses of action. Consider giving chances to ideas that may not work right now. You can allow other people to work on their ideas if it fits in your business's context.

1. I want to do it because my father or someone in my family or one of the relatives is doing it successfully.

Say thank you to your employees . Many studies have been done on the power of a thanks given from a manager to his or her employees. It increases productivity, often by a lot. Just a little graciousness really can help extend your power as a leader, so be active about it.

2. I have related experience , therefore I am chasing this opportunity

On most days, be the first in the office and the last out. This is not just about working the most hours. It's about giving your employees the perception of work ethic. If they see you working hard, they'll believe in you as a leader more. And with that comes real trust and a bump in

productivity.

3. I know a person who is doing it successfully. So, I am taking this opportunity.

If you have an employee that goes above and beyond the call of duty, do not hesitate to give them extra praise and rewards. Even though it may seem like you are playing favorites, you are giving them what they deserve. be open with other employees about it so they are aware of what rewards come with hard work.

The number of sellers will be more than buyers if the line of thinking continues. It has already led to unhealthy competition. In order to resolve this problem, there is a scientific way to identify business opportunities. The opportunity is classified in any of the following nine categories when its user, origin, source and application are taken into account. The categories are:

Business is changing constantly so be open to new ideas. Even though something has always worked well in the past, that doesn't mean there isn't a better way to get the job done. Be open to innovative ideas. You can try new methods on a small scale before implementing them company wide.

- Skill based

Be sure that you spend some time each day out of your office, and in the midst of the workforce. Try to be a part of the group, while maintaining your leadership role. You can use this time to get to know your employees, ask questions or even join them for lunch.

- Resource based

Work hard at being approachable. People often make the mistake of believing that intimidation is a good leadership strategy. In fact, being intimidating will just make people respect you less. Let your employees know you are there to provide anything they need because your job is making sure they are successful.

- Demand based

Great business leaders never compromise their morals to be more competitive. If your competition is doing anything you don't approve of, you don't have to follow suit. You do not have to copy to remain in the game. You can keep your ethics while still staying competitive.

- Supplementary / vendor

Be prepared before speaking to the team. Always consider the questions that might be asked. Get the answers so you are ready when they're asked. Your team is going to have more respect for you if you know the answers to their questions. It'll also be a major time saver over the course of the meeting.

- Primary sector inputs

Trust the people who work for you and do what you can to help them develop their specific talents. Although you must

provide direction to your employees, you do not need to look over their shoulders all day. If you find yourself doing this, you may not have hired the right type of people for your company.

- Secondary sector inputs

One principle of successful leadership is to consider all points of view. You need to examine situations from the perspective of others. Even though you might not agree with another's point of views, show respect and attentively listen as this perspective is shared with you. Never be close-minded to new information or new ideas.

- Tertiary sector inputs

Maintain a positive attitude. As the leader, you set the tone for your business. You need to make sure that the tone you set is one of possibilities, positivity and patience. Always encourage those under you to think in terms of the solution and not the problem, so that they too can keep an air of positivity as they go about their work.

- Waste based

Establish clear communication channels. Your team should always be fully informed of every aspect of the project, including any deadlines that need to be met. Having good communication with your team will help establish your credibility as a leader and gaining their support. Your team should also feel free to contact you with questions or constructive feedback.

- Inventive

Being in a leadership position means that you hold a position of responsibility. As such it is necessary that you take responsibility for your actions and decisions. You can't expect your employees to take responsibility for their own work if they see you attempting to evade facing the consequences of your own behavior.

The descriptions are as follows:

Be willing to accept feedback. Sometimes employees feel uncomfortable approaching a superior with problems or ideas unless prompted. Make the process more streamlined overall by seeking out opinions and suggestions from your employees. Try to keep an open door policy, and be willing to listen when your employees have something to say, even if you don't agree with the complaint.

Skill based:

If you're a leader that has to review employees, you have to be sure that you're focusing on what they're doing well and how they act as part of the team instead of just what they do wrong. If you wish to get people motivated you have to figure out what you can do to compliment what they do well, while telling them what they can do to improve.

These are the opportunities in industries where skills are used. They are used to manufacture various goods and services. For example, generally a group of carpenters are

engaged in the manufacturing of wooden furniture to meet the local demand. They can also be encouraged to produce industrial products, electrical accessories etc.

While it's natural to gravitate toward a single leadership style, there are some environments in which certain styles are less effective. For example, an authoritarian style is not likely to be welcomed in an organization or group based on a collaborative culture. For this reason, it is in your best interest as a leader to become flexible and comfortable with more than one style.

Resource based:

Make sure you are contributing as much as you expect your employees to, more is even better. An employee who watches their boss sit around and wait for others to accomplish tasks will not have as much respect for that boss. Instead, don't be afraid to get your hands dirty and dive right into the projects at hand. This will help you to understand your employees perspective, and it will promote a true sense of team too.

Industries which are based on obtainable local resources are called resource based industries. For example, there are Agriculture resources, Forest resources, Marine resources, Mineral resources and Cattle resources etc.

A true business leader is not necessarily a born leader, but is a person who develops the qualities of integrity, commitment and positivity. Leadership involves these and other skills that can be learned through training and practice. A good leader will take advantage of leadership workshops and training to develop the skills he needs.

Demand based:

Encourage creativity among your employees. Have brainstorming sessions with your team to come up with new ideas to gain new sales, new customers or more effective ways to do the necessary work that needs to be done. By letting your team know you value creativity, team members will be more likely to offer suggestions.

There are industries that meet local demand and the availability of resources is not a precondition. Such opportunities are positioned in this sector. To identify goods and services under this group, you need to list down different objects/ goods/ services which you use or see around you. For example, production of plastic pots etc.

Don't let failure stop you. Any great leader will tell you that they failed many times before they learned how to do something. Instead of letting failure stop you, see it as a learning experience. The next time you are faced with a similar situation, you will be able to know what doesn't work.

Supplementary / vendor:

You must be able to work well with people of all cultures as workplaces today are multicultural venues. Whether you need to work with a contractor in India or a manager at your Swiss branch, it is important that you understand that working with other cultures is a must in today's business world.

This is any industry supplying raw material or components to any medium or large industry at least to a level of one shift load of its set up capacity. Such an industry is categorized as Supplementary / vendor industry. For example, Large and medium industries can supply to parent industries.

Build goals for your team to keep them motivated. Start with short-term goals, such as a daily to-do list. Then build larger goals which serve as benchmarks as the project progresses. Lastly, create an end game goal which, if reached, will provide your team with tangible rewards they will appreciate.

Primary sector inputs:

Lead by example. This is an old lesson that really works. Telling other people what to do is easy. However, before they can build that trust and follow you as a leader, they need to see it in action. It is always better to lead with actions instead of words.

These are industries which provide to the needs of agriculture, sericulture, horticulture, cattle rearing, aqua culture, mining etc. These sectors are categorized as input to primary sectors. For example, agricultural clinics, production of vermin compost, sprayer service centers are agriculture sector inputs.

Do not expect your staff to work blindly towards a goal they are not aware of. It is your job as a leader to identify the goals that need to be reached, discuss them with those around you, and work with them in order to make sure they make it.

Secondary sector inputs:

Industries which are manufacturing goods and services as per the requirement of existing large, medium or small industries are classified under this category. For example, you can supply washed glass bottles, PP caps and corrugated boxes to a Pharmaceutical unit.

Tertiary sector inputs:

Existing commerce and trade offers plenty of opportunities for providing goods and particularly the services. For example, a computer accounting system is needed for developing trade and commerce business. Such types of service providers are classified under this category.

Waste based:

Lots of waste materials are generated while manufacturing products using the available resources. These unused materials offer plenty of opportunities for their conversion into value added goods. These types of industries are classified as waste based industries. For example, production of paper or board using husks, a waste from sugar industry, is lucrative.

Inventive:

These are the new services and goods created by a few innovative entrepreneurs to cater to new needs and wants.

In this category, problems can be faced on a daily basis even if you already have an existing product or service. These problems can be overcome and converted into profitable projects. For example, a franchise business can use innovation. This sector is gradually increasing. Between 1995 and 2005, the percentage of female-owned franchises increased from 8.5% to 25%.

There are also Home based business opportunities. e.g., online marketing, online IT and non-IT based jobs etc.

The basis of recognizing a business opportunity is recognizing the key determining factor that needs to be based on what we are passionate about. We also have to properly identify the target market and correctly calculate the profit.

28. Women in Business can Turn Worrysome into Success

Those who are successful business owners definitely know how to take productive action on a consistent basis to achieve their goals. The success of your business as a woman will depend on your capability to cope with stress and challenges. You have to learn to deal with the stressful aspects of work which come your way each and every day and produce results.

You may be worried where to find new clients, how to retain the clients, how to grow your business, how to use different means of advertising and how to organize your records and paper work. One of the keys to ensure success as a woman in business is to learn to turn worrysome into action and

then action into financial, professional and personal achievement. Let us take a look at how to turn worry into positive action.

Any good leader has to focus on times to come. You must always see a long way down the road and plan with that vision in mind. You won't always know all the specifics, but do your best. Set goals for the near future so that you can plan the outcome.

You have to know when it is time to change strategies. Those who keep on doing the same things over and over again should know that they would keep getting similar results. It is time for you to re-strategize the running of your business. You can choose to ask other skilled people for advice. Another thing that you can do is to commit to moneymaking activities. There is no doubt that every business owner wants to make money. Seeing the money flowing on a constant basis can ease the worries. If you are concerned about money ask yourself how you can make more of it. One can make a list of options and then start working on the best one.

Good leaders don't lower morals to compete. If your competitors are trying a tactic that you don't feel comfortable doing, then find a different way to compete. You can still be successful. If you find something else to compete with, you are going to feel much better about what you choose.

Organize your day as well as possible. The big picture can be very much overwhelming until you are able to break it down into small pieces. Each and every positive activity you accomplish can take you a step closer toward achieving your goals as a woman in business. Decide to take an inventory of how business is being run on a daily basis.

Don't manage, lead. There's a big difference between a manager and a leader. Managers maximize productivity and work on the day to day. Leaders inspire and raise the company up with vision. It's big picture stuff. If you spend too much time managing, you'll never be able to show yourself as a leader to your company.

There is a need to have time so that you can think creatively. It is true that worrisome can lead to the production of emotions that are negative. As such, these would generate negative results. You can choose to draw up a list of things that are positive. You could do these on a daily basis to boost your business. Having enough time to think would surely start a creative process which can go a long way to help your business.

29. How to Make Certain Your Business is Socially Responsible

Running a socially responsible business means intentionally managing the social impact of your business -- how it relates to you, to your clients and to your community. It is good to be socially responsible not so much for the business, but for all of those involved. It is easier for you to see the impact of a small business than of a bigger business. Many business men are isolated from the real world by the layers of administration or glass towers.

Social responsibility is thinking of others, the community and the environment. It is more about being part of the world than thinking about the profit line of the business.

In order to be an effective leader, you must work closely with your team. Listen to them when they talk, encourage individuality and innovation, and let each member of your team enjoy their individual and group successes. Above all, don't ask a member of your team to do anything that you would not be willing to do yourself.

Here are some areas to consider ensuring you have a socially responsible business:

Effective leaders are inspiring. You need to develop the ability to inspire those who work under you, motivating them to work toward a common goal. You can use public speaking to achieve this, but there are also videos, blogs, articles and other methods to convey your uplifting message to your audience.

Getting your own house in order:

Spotting talent in other people is a sign of a good leader. When looking for those who will help you on the job, you want to build a team of talented individuals. This also carries over to hiring contractors for individual jobs.

How does your business affect your life and interests? Is your business good for your health? Are you socially responsible in the way you do business? When did you last consider the principles of how you conduct business? Are you doing things in your business that you would not otherwise do as an individual person?

Good leaders know how to nurture growth in other people. Take the time to support other people. You can do this by learning their strengths, work styles, and passions. Try encouraging them to seek new possibilities and challenges. Remember that every person has the ability to expand the potential of the company.

Having a socially responsible business that fills your life with significance and accomplishment will have a positive roll-on effect on your friends and family.

When you're trying to be a good business leader, you'll need to be able to make difficult decisions. When making a difficult decision, you should understand the consequences and outcome of your decision. When making a decision, you should always consider what is going to be best for your business, not just for certain people or yourself.

Keeping good company:

Learn to delegate nonessential tasks to your employees. Delegation allows you to focus on the essential things that must be done to make your company successful. Additionally, delegating tasks to your employees gives them a sense of pride and ownership in the company. Although it is tempting to try to do everything yourself, delegation is beneficial to your company.

How well do you know your suppliers and associates? What values are you supporting when you do business with them?

If you are in a leadership role, make it a point to avoid using harsh, or discouraging comments with your team

members. Instead of using negative reinforcement, try starting the conversation with a positive comment, then gently easing into your problem or concern. This helps them to let their guard down, and remember that you are on their side.

Contrary to what some people will have you believe, there is no one way to do business. Just as you are an individual who chooses who to be and what sort of life to live, you can choose how you do business. This also means choosing whom you work with. You have to deliberately choose your associates and your clients.

To be a good business leader, always keep an eye out for more than your current problems and urgent matters. What that means is to always be open to opportunities that present themselves. You never know when you might make the right potential professional contact or see a chance to make some money suddenly. Always be prepared for these moments.

Hire people that are diverse when you're building up a business. Having people from all walks of life on your side should give you a renewed perspective. Don't hire your clone. That would just limit creativity. You may also cause your company to fail, due to your weaknesses.

Participating in your community:

As a leader, it is necessary to maintain an optimistic attitude in the workplace. Displaying a lack of confidence and expressing doubts about your team's chances of success is not the way to motivate your team. You can't expect to receive their best effort if they feel they are doomed to fail.

"Giving is an amazingly life-affirming and transformative act for all involved. It is the practice of living with a sense of abundance."

Always try to listen more than talk. If you wish to lead well, you have to be able to listen to others. Make sure you are listening to your employees. Listen to their praise, but listen to their complaints as well. Ask your employees about your products and services. There's a lot you can learn from listening.

Participation is the key to a deeper level of connecting with your community. It does involve much more than financial donations. Participation is the giving of your skills, time and attention to a community cause.

Although it's a good idea to incorporate innovative ideas and continue to evolve your business plan, you need to stick to your original plan. Continuing to work towards a specific goal helps build your credibility and makes others confident in your abilities. Remember that your plan can be improved upon without changing completely.

There are few things in life more rewarding than rolling up your sleeves and participating in building something larger and grander. This is a great way to hone existing skills and develop new ones. Community projects usually need lots of aid and thus provide great opportunities for you to use your skills and expertise.

Good leaders hire good people to work for them. If you refuse to hire individuals that you fear may become competition,

you undermine your own chances for success. Search out people who are as passionate about your industry as you are and encourage their problem solving abilities and reward their successes.

Every year, you have to commit a percentage of your productive hours to pro-bono work. You have to treat every pro-bono client as a paying client - with firm deliverables, outcomes and deadlines. You can check out Good Company for worthy community causes you can contribute to.

Be open with your communication with your team. Good communication is essential for effective teamwork. Make sure your team feels that any questions are welcome by having a helpful attitude. Your team cannot work for you if they are not sure of what you want. Keep an open-door policy for this reason.

Just giving, not "giving back":

Be a good example for your team. Just like the parents of a family, you are who your team looks up to in your organization. Do not talk negatively about the company you work for or your bosses to your team. It sets a horrible example and may come back to haunt you.

You have to dislike the phrase "giving back" because it implies that something has been "taken away" to begin with.

Always listen to feedback. The opinions of your employees are important and can be helpful. Some criticism might be hard to take, but try to be receptive to it. Make sure your workers know they can come to you with any feedback they

might have. Point of views that differ from your own are valuable.

Giving is an amazingly life-affirming and transformative act for all involved. It is the practice of living with a sense of abundance. But in our society, there is a focus on what we don't have, which makes giving harder to do. The more we focus on what we don't have, the more we regress into a selfish, distrusting, everyone-for-themselves society. Such a society becomes selfish and greedy and ends up imploding. Swapping 10 hours of your time for \$1,000 worth of media exposure is bartering. Bartering is not giving.

While it's natural to gravitate toward a single leadership style, there are some environments in which certain styles are less effective. For example, an authoritarian style is not likely to be welcomed in an organization or group based on a collaborative culture. For this reason, it is in your best interest as a leader to become flexible and comfortable with more than one style.

Now ask yourself this - when was the last time you gave simply for the sake of giving? Start doing it more often.

Always keep your eye on the ball when it comes to recognizing the strengths of your team members. Even if you do not need that particular strength for a project right now, make a mental note so that you immediately know who to turn to for a future project or task. This helps you to feel prepared, and it also allows you to really use your team to their highest capacity.

An inevitably integrated practice:

Find out the professional and personal goals of every employee. Success is dependent on a workforce motivated by leaders capable of providing solutions and guidance. A great leader gives the help necessary to make changes.

Business is a social activity. As such, social responsibility needs to be an integrated consideration. You need to choose to run a socially responsible business. You have to spend a lot of time thinking about how you do business.

Leaders should strive for things others are fearful of. Good leaders understand the importance of taking risks. A good leader weighs the risk against the potential gain before he proceeds.

Social responsibility in a business can be motivated at any level within the business. You can start with small steps and learn from these before taking larger steps on behalf of your business. Business owners should engage all the employees in the process as this is also part of being socially responsible as a company and not only as an individual.

30. How to Demand Certain Respect from Your Male Counterparts

Sometimes women try to survive in the male-dominated corporate environment by playing up their womanliness in a flirtatious approach or dressing a little provocatively. Experience and history prove that those techniques are

short-lived. They are not effective in achieving success. Here are some essential strategies that women can implement to compete in a male-dominated business environment. Using these simple strategies, you can proactively pave the way to greater career success.

A) Avoid this Common Power Lunch Drawback:

Don't shift the blame for mistakes to others. Subordinates, outside contractors, and plenty of other people within the organization can cause a business transaction to go wrong. If you try to shift the blame, you will lose the confidence of your customers and they won't patronize your business any longer.

As women we like to ensure that we look polished by styling our hair or applying lipstick at the table which is poor etiquette. Doing this conveys that you feel that your appearance is more important than focusing on a great dialogue and creating rapport. If you need to freshen up, it is fine to excuse yourself from the table and visit the ladies' room to brush your hair or reapply make-up.

Always let your team know you appreciate them. Just write them a quick note saying thank you for the hard work. You can increase company loyalty for free with just a few words.

B) Dress for Silent Success:

Do not act like you know it all. Listen to others' suggestions and see if they may have a better idea than you do. These people can help make suggestions that fix issues, execute plans and improve strategies.

Usually in office environments we see a female coworker who wears her skirts too short, her blouses too low and tight clothing that draws too much attention. Today the level of professionalism and variety of cultures in the modern workplace makes it even more important to realize that dressing inappropriately can hurt your career. It doesn't help you. Your clothing conveys silent messages to your colleagues and superiors about your confidence, career goals and objectives. To compete successfully in a male-dominated environment, women need to depend on intelligence, respect, and expertise.

Be sure to finish everything you start or you risk losing the respect of the people that work under you. Even if something seems particularly difficult, you should give it your all and see it through to the end. No one will look at you the same if you turn into a quitter.

C) Team Up:

When you're a business leader, you should try to treat your team or staff in the way that you'd like to be treated. Looking down on people isn't right and doesn't promote a good work atmosphere. If you treat you show your staff respect, they will return the favor which can make your life much easier.

Women love to talk about their personal lives much more than their male counterparts do when they get together. But it is important to keep personal conversations private in the business arena. Some women may attempt to tarnish the image of their competitor's professionalism. But remember that when you want to ruin someone, your image is the one people recognize in a negative light. They don't want to be

supervised by someone who does not know how to keep confidential information to herself. Women need to help and support one another in today's business world. Nothing is more detrimental than gossip or stereotypes used to weaken another woman's contributions or leadership in the office.

Befriend a trustworthy person in the same business field. This person will be invaluable when you have an idea and you want to make sure it is actually viable. You will, of course, have to be available to your "business buddy," as well, as this sort of relationship is a two-way street.

D) Swim with Sharks but Navigate in the Waters:

As a business leader, every success will be attributed to you and every mistake will fall on your shoulders. You must offer feedback to your employees on a regular basis. They need to know what they're doing right and where they could use some improvement. Ensure that your employees understand what is expected of them.

Professional women are typically regarded as equals to their male business counterparts today. So you can't be shy about extending your hand to greet those you meet with a firm and self-assured handshake. Don't wait for the man to offer his hand first. Take your seat confidently when dining with a male colleague. Don't wait for the gentleman to pull out your chair for you. If he does attempt to, then allow him - and thank him for the polite gesture. Similarly, don't wait for a man to open the door for you when walking into a building. Instead you may desire to hold the door for others to show your manners by allowing others to go in first. Observe business etiquette in a practical way to present yourself as considerate of others, influential and gracious. You need to be comfortable in your professional

leadership function.

Always listen to feedback. The opinions of your employees are important and can be helpful. Some criticism might be hard to take, but try to be receptive to it. Make sure your workers know they can come to you with any feedback they might have. Point of views that differ from your own are valuable.

E) Tips for Converting Audiences into Your Confined Spectators

Get to know each of your employees one-on-one within the business environment. Find out what they like about their job, what they don't like and the things they would change. Try to check in with every employee periodically. These one-on-one meetings should be informal and you should not be threatening when you spend this time with your employees.

Today, being a professional female is far easier than it was in the past. We are frequently given more opportunities to accept roles that used to be exclusively reserved for men. Women need to learn to compete and take the controls to fill important vacancies at executive level.

If you notice something is being done incorrectly, correct the problem immediately without being threatening. A variety of methods can be used to get a job done so make sure your employees understand exactly how each task should be completed. Talk to employees privately and find out the reason for the error in procedure. Perhaps your employee has actually found a more efficient way of completing certain tasks.

To be agents of powerful changes women have to show up well prepared, be respectful of the allotted time for the presentation, and communicate in a clear, brief manner. Outline the objective and explain the change in policy or direction. Clarify the supporting data. Give the motives. Show the remuneration - both to the organization and to individual employees. Watch and learn from those who know how to deliver persuasive presentations. Develop your confidence and self-respect. Grab the opportunity with your attitude, presence, and influence to convince others to see your point of view and accept your vision.

Recognizing those that work for you is an important part of being a good leader. There are some people who enjoy praise just as much as their salary. If someone in your organization does something exemplary, take the time to recognize their effort. It doesn't need to be anything more than a simple (good job)!!

You can be respected provided that you are confident and treat males like colleagues. You should expect the same treatment and attitude from them. Being professional is crucial.

31. What Is a Feasibility Study?

A feasibility study refers to the research that determines the effectiveness of one's business plan. It is the first step towards success. When you are searching for investors to fund your business start up, a feasibility study can be one of the most valuable tools. This is the reason why you should know how to do a feasibility study and make it useful.

1. A feasibility study is necessary if you have a fresh idea about a current business. However, if another company is already doing the same thing that you plan to do and they are making a profit, your business idea can be considered feasible and you don't need a study to prove it.

When attending meetings, act like you're stupid and don't know anything. You are not actually stupid, of course, but adopting this mindset makes you more likely to accept input from other people who may actually know more than you do. Arrogance has been the downfall of many business leaders, after all.

2. You have to create an outline for your feasibility study. In general, you want to include a cover sheet, table of contents, executive summary, and descriptions of your product or service, definition of the technology used, business model, marketing strategies, critical risk factors, financial projections and a conclusion. You may need to use an example of another company's feasibility report.

Be as transparent as possible with any potential issues. People used to hide business problems, but today, great leaders don't do that. What is the reason for that? There is a lot of communication in the world today. The issue will become common knowledge pretty much no matter what you do. It is better to be the one who controls the message, rather than someone who just reacts to it, right? This is the path of a great leader.

3. You have to introduce yourself and your company in detail. Your goals and objectives should be clearly stated. You should explain why you want to expand your business and

where you would like to see yourself after a few years. This section will also include the vision and the mission statement of your business.

If you make a mistake, admit it. Nothing will kill the confidence workers have for you faster than insistence that you're right when you are clearly not. However, if you can admit that you are wrong, you will gain the respect of your underlings. The respect of those around you is imperative.

4. You have to describe your products and/or services. Include the physical description of your product. You need to explain how it will be tested for effectiveness and safety, how it will be used by customers, and how it will be promoted in the future.

If you are rolling out a new business process, train your employees effectively. That new business process might look all shiny on paper, but if your subordinates receive insufficient, or worse, no training, it will inevitably cost you money down the road. There are ways to make training relatively painless, so do your research.

5. Describe the technology that will be used in your business. This may be equipment used to produce a product, equipment allowing a product to function or technology to manage the regular operation of the business.

Consider holding monthly contests among your employees. These contests can be based on the most sales, the best customer service or a variety of things. The prizes for the contests can be something as simple as a preferred parking place or as extravagant as an additional paid day off.

6. Draft your business model. Here, you will need to identify how your company will generate revenue and what recurring revenue you expect. You should include sufficient detail to support your financial projections.

Do not push people on your team too hard since this can result in doing the opposite of what you are trying to accomplish. Instead of giving them motivation to do more work, it may make them feel demoralized. In turn, they will lose a lot of respect for you.

7. Describe your sales and marketing strategy. Include information on the expected marketing figures, how you will gain market access, what your basic marketing and sales strategies are, how you plan to distribute your merchandise or services, how you plan to price your products or services. Set out to identify any other factors that may influence the productivity of your proposed marketing campaign.

Don't manage, lead. There's a big difference between a manager and a leader. Managers maximize productivity and work on the day to day. Leaders inspire and raise the company up with vision. It's big picture stuff. If you spend too much time managing, you'll never be able to show yourself as a leader to your company.

8. Describe the management and personnel management of your business. This section can be a list of potential key employee names, titles, respective duties and responsibilities and the costs associated with employing these people. You will also want to outline support staff positions and employment costs.

As a leader, it is important that you set a good example to others. It can be fun to join the workforce for picnics and other activities outside of work. This helps to form good relationships. However, think twice before you join in on Friday tavern nights, poker games or other activities that could damage your leadership role. It is important to keep some things separate from the workforce.

9. Describe the legal documents that your company will utilize. This should include all copyrights, patents and trademarks. Also include any licensing agreements that you have secured for your company's operation.

Be a passionate leader. It is easier for other to follow a leader that truly cares about the group's goals. Great leaders should have a genuine passion and enthusiasm for the projects in progress instead of just making sure everyone is finishing their work. Express your passion and let everyone know that you care about their progress. When someone shares with the group, let them know that their contribution is appreciated.

10. Describe environmental issues and the regulations that your company will need to adhere to. This should include local, state, and federal laws that you will need to follow. Describe the environmental factors like international trade policies, waste disposal plans, etc. that you will need to take into consideration when developing, producing and delivering merchandise or services.

Don't hesitate to recognize people for their accomplishments. It is easy to forget to thank people for what they do, especially in a work environment where everything is moving quickly. Make sure you look for reasons

to thank people for their good work, instead of simply chiding them when they make mistakes. This will encourage loyalty, and you will find you have an easier time leading when those you lead are loyal.

11. Describe any critical risk factors, like economic stability and forecasts, internal organization of the company, investments, etc.

Charismatic leaders have a powerful ability to attract and inspire other members of the group. One of the most effective tools of the charismatic leader is a tendency to view and describe risk as highly attractive. By tackling risky projects, they appear courageous and engaged. These qualities serve to further highlight the powerful pull of a charismatic leader.

12. You have to provide documentation for your financial projections. You will need to include in these financial reports: income projections for the first year, cost benefit analysis, balance sheet projection for three years with highlight inflows of capital, and break-even analysis.

Consideration is one of the most powerful aspects of effective leadership behavior. This describes the leader's ability to exude friendliness, comfort, warmth, and kindness to other members of the group. This requires only the simplest acts, such as taking time to apprise team members of developments, performing an occasional small favor for another person, and treating others with respect and equality.

13. Outline your final recommendations and findings. This section should analyze the findings outlined in the

feasibility study. You should examine the company's market viability, management model viability, exit strategy viability, technical viability, economic and financial viability and business model viability. Then make recommendations on how your start-up plan can be improved, what areas need more research and development, etc.

Leadership does mean creating mindless followers. It instead means fostering an environment where people can cultivate their own strengths, then use them for the greater good. As a leader, you do not want your team members to be dependent on you for their strength or their inspiration. You want them to bring those things to the table and allow them to be guided by your leadership skills.

Draft your executive summary to reflect what will be included in the feasibility study. Keep this to a maximum of one page. This will need to be positioned at the beginning of the feasibility study as an introduction to your report.

32. How to Communicate with Precision Amongst Your Staff

Communication with employees is an important part of organizational communication. It is the principal job of the manager to make sure that the employees are kept informed of what is going on in the organization.

Employee communication is the most fundamental part of business communication although many people often do not realize that it is a part of their job description. But failure to communicate with your employees can de-motivate them and finally cause loss of valuable resources. It is

mandatory to understand how to communicate efficiently and to make sure that your employees remain satisfied.

Don't let good talent go to waste. If someone is earning huge profits for your company, be sure to promote them, give them a raise, or, if you aren't in a position to do those things, recommend the person to someone who is. If you fail to do this, you might find that the employee has left for your competitor.

The following rules need to be kept when communicating with your employees:

Allow ample opportunity for your employees to offer feedback and new ideas. Although group meetings are the ideal setting for exchange of information, some employees may not feel confident offering opinions in such a public forum. Work with employees individually as well. This will help you gain trust and get some honest feedback.

Prepare earlier:

Don't lose your moral compass. Be sure that you are totally okay with all of the decisions you make. If you anticipate feeling badly about a potential choice, steer clear of it. Some people might have different morals from yours, but you must follow your own conscience.

ou need to be prepared before you make any communication with them. This is necessary even though the audience consists of your employees only. Such preparation will ensure that you cover all points to be discussed. You will be able to explain everything in the clearest manner

possible.

Understand the business you are in. Unfortunately there are many leaders out there who don't get their business totally. Whether that's because they inherited the business or they just no longer care, it doesn't matter. It reads the same to employees. How can you lead if others don't trust that you have the knowledge to do so?

Present complete information:

To help your employees reach goals, set monthly as well as yearly goals. These goals will help spur your employees and help them know what your expectations are. By understanding your expectations, your employees will stay on task and strive to reach the goals. Monthly goals should be easily attainable with hardwork.

Provide complete and accurate information to your employees. It is not necessary that you disclose crucial organization data but it is important that you give them all the necessary information. You should not use sentences that will make them feel that you are hiding crucial facts. Such things will act against you and will make them lose confidence in you. Gaining confidence is important but be careful not to disclose data that employees should not know. Do not present more than is required by the gathered audience.

A good leadership idea is to engage your employees in meaningful conversation about work. A great way to start is to make a list of things that particularly interest you, and take a few minutes each day to ask employees their opinions on these topics. You will be forming meaningful

relationships, and may learn something in the process.

Plan for a regular meeting:

Promotions, bonuses and raises should always be fairly distributed and based on performance. Don't simply promote the person who has been working with you the longest or hand out the biggest raise to a family member. Your employees will be more motivated when they know that they can earn tangible rewards for working hard.

It is essential to plan meetings on a regular basis to keep the employees updated on organizational goals and policies. Such meetings will also help to enhance the manager - employee relationship. But when you plan your meetings, be careful not to plan them too frequently as this might not be of much value. Repeated meetings will decrease the importance of such meetings. So planned period meetings held at sufficiently long intervals will help to maintain normal communication plans.

Make goals for your business. Everybody wants to pursue something, and leaders can pose annual goals for their employees. Avoid setting goals that will be left to gather dust. Revisit your goals frequently and hold the team accountable to them.

Keep your meetings brief and short:

Be prepared for conflict and try to deal with it before it gets out of hand. Ignoring conflict will make the problem worse and make you look too weak to handle it. Practicing good communication skills with your employees will help

them feel more respected even if they don't agree with specific decisions.

While it is importance that you provide all essential information to your employees, do not go for too long a conversation. Remember that your employees' useful industrious time is being used up during your meetings. This time that is consumed needs to be reduced so as to make maximum utilization of the available work time. Frequent long meetings will also tend to minimize the incentive of the employees. You have to make sure you do not use complex communication methodologies.

Do not put your self above your team. You are all working together. You are working towards the same goal as your workers and their work reflects on you. Always remember that you are a part of your team, even if you have a different title than everyone else.

Assign responsibilities and form proper teams:

Read what others have to say about leadership. Even great leaders not inspiration themselves. And there's a lot of great books, articles, and web posts out there regarding leadership. Take the time to learn something new everyday, and use what you can in practice. You'll find that it'll strengthen your leadership skills.

When you hand over jobs to your employees, it is advisable to assign responsibilities to certain efficient employees and get the communication streamlined rather than communicating in a non-oriented approach. Such an organized manner of communication will also ensure that all complaints are addressed by someone even if you are not able

to handle them.

Find out how your employees learn best, what their talents are and their long-term professional goals. This information will help you ensure that they do their jobs correctly and gives you options for promotions and lateral moves within the company. Pair one employee with another whose skills and abilities are complementary.

Create faith in your Employees:

Emotional intelligence plays a large role in your success as a leader. It's not enough to know every policy, procedure, and protocol. You also have to know people! Research in this area reveals that a leader's mood can have a significant impact on team members' performance. A positive, forward-thinking attitude tends to result in higher productivity and greater job satisfaction.

A trusted relationship will help improve motivation among your employees. It is important that you become a trusted communicator to get the maximum output and efficiency from your employees. Also show your employees that you trust them. This will help to create confidence in your staff.

If you are required to give your employees reviews, try to focus on their positive characteristics in addition to mentioning the things they need to work on. Motivating people is easy if you nurture their positive skills and help them overcome performance obstacles.

Listen to your Staff:

While it's natural to gravitate toward a single leadership style, there are some environments in which certain styles are less effective. For example, an authoritarian style is not likely to be welcomed in an organization or group based on a collaborative culture. For this reason, it is in your best interest as a leader to become flexible and comfortable with more than one style.

It is not only important that you communicate efficiently. You also need to listen carefully. Listening to your staff is part of effective communication process. Unless you understand and sort out the complaints from your employees, you will not be able to inspire them.

Adapt your leadership style to complement the nature of the task at hand and the information available to you. For example, a directive style is appropriate for projects that do not have clearly defined instructions. A supportive style boosts morale and reduces stress caused by projects that are complex, frustrating, and minimally rewarding.

Convey your expectations:

An effective leader must be able to remain level-headed in the event of major catastrophes, such as a natural disaster, power outage, or scandal. The ability to be decisive is critical, especially when the group is in imminent danger. This entails making your presence and participation known, clearly communicating expectations, and reducing uncertainty.

You have to express what you expect from your employees.

It is better to talk to them about long term and short term goals rather than encourage rising expectations. It is wise to sit and discuss goals and abilities to avoid future disappointments. Therefore expressing expectations is also an element of employee communication.

You can learn more about leadership by going to your local bookstore or library. Instead of the self-realization titles out there, head to the biography section. Look for books that are focused on specific leaders you already admire. Learn how to be a great leader by reading about someone who was.

It is a must to decide on the best strategies and methodologies for communication to effectively comply with all these tips. Communicating with your employees efficiently is a vital part of your organization's success. Such an effective communication not only improves employee output, it also creates a sufficient confidence level for longer dependable relationships. It is your responsibility to communicate with precision amongst your to employees so that you can reach new heights in productivity and profits.

33. How to be a Leader in Your Small Business/ Corporation

You will always expect your employees to work towards achieving your company's goals. However, often what is happening is that work time becomes a social hour. It can be really frustrating when you look around and see employees hanging around chatting and not getting their work done. There are things that can be done to reduce the downtime in your office.

There are times when employees wait for directions and do nothing until they get them. They follow the person in charge. Then maybe you should aim to be the leader.

Good leaders inspire creativity. Creativity and risk sometimes lead to great rewards. Try exploring possibilities and following curiosity. Consider giving chances to ideas that may not work right now. It will help your team be creative and inspire better work.

There are some people who think that leadership is a quality that you are born with. However, this is not exactly true. It is a skill that takes many years to build. It takes not only a lot of effort and willpower, but also the ability to be the Bad Gentleman sometimes.

Don't let good talent go to waste. If someone is earning huge profits for your company, be sure to promote them, give them a raise, or, if you aren't in a position to do those things, recommend the person to someone who is. If you fail to do this, you might find that the employee has left for your competitor.

It is necessary to keep in mind that the good leader is a person who is willing to constantly improve their leadership skills to set an example for their employees.

Communicate openly with your team. You must find your own voice. You also need to learn how to express it and how to trust it. When you have ideas and information, you must learn how to share them. Stay accessible and be willing to listen. Integrate your thinking into the whole. Be aware of how your style and presence affect other people.

The definition of leadership is simple. In order to be an effective leader you must be able to influence your employees to achieve a goal. It is essential for a leader to help the employee as much as possible.

One of the most important aspects of any leader is the ability to create a sense of trust among their employees. Employees who trust their supervisor are willing to do more to help the company succeed than those who do not trust their supervisors. Always be truthful when dealing with employees.

A good leader does not need to harass the employees or use dishonest power plays. He doesn't apply power through fear or threats. A good leader persuades his or her employees to do their best in achieving the goals that are set.

If you have an employee that goes above and beyond the call of duty, do not hesitate to give them extra praise and rewards. Even though it may seem like you are playing favorites, you are giving them what they deserve. be open with other employees about it so they are aware of what rewards come with hard work.

You are more likely to be taken seriously when the employees see you have a sense of purpose and confidence. A good leader will not have any problem with people following him or her. Your employees will not follow or respect you if they watch you walking around like you are lost and confused.

Business is changing constantly so be open to new ideas. Even though something has always worked well in the past,

that doesn't mean there isn't a better way to get the job done. Be open to innovative ideas. You can try new methods on a small scale before implementing them company wide.

As the leader of your business you must have a clear vision of where you want your company to go. A mission statement will support your employees in meeting objectives set by you. Make sure that everyone from the senior management appreciates what the goals you set are so that they can make them clear to the rest of the employees.

To help your employees reach goals, set monthly as well as yearly goals. These goals will help spur your employees and help them know what your expectations are. By understanding your expectations, your employees will stay on task and strive to reach the goals. Monthly goals should be easily attainable with hardwork.

Being a good leader is not just about telling employees what to do. When you guide by example, you are letting your employees know that you will not ask them to do anything you would not do yourself.

Work on building trust with the people that work with you. People need to feel that they can trust their leader. This can motivate them to succeed and help build cooperation and understanding in the company. You should inspire others so that their trust in you can help tasks get completed properly.

Studies have shown that one of the major factors in building leadership is to achieve confidence in your employees. Your employees will give more of themselves to their jobs when they trust and respect you.

Know your competition just as well as you know your own company. Business isn't just about what's happening between the walls in your space. You need to make decisions based off competitive movement. If you can't make decisions because you don't know the competition, then expect your employees to see it as a weakness in leadership.

The way in which you handle your employees will say a lot about your leadership capability. You will be building confidence in your employees if you show strength as well as sympathy to them.

How you behave will directly effect how your employees conduct themselves in the office. A leader that is hostile and aggressive can expect a combative atmosphere and lack of trust in the workplace. By displaying confidence and remaining calm in tense situations you set an positive example for your employees to follow.

When you have the trust of your employees, they will understand what you expect of them. Using communication effectively is one of the most important aspects of being a good leader. Employees will have respect for you if you show them how to do the work instead of ordering them what to do.

Your words are your own. As a leader, responsibility for what you say and do always falls on your shoulders. You're the center of the organization, and your actions and words reflect on the whole company. If you do take the wrong actions or say the wrong words at work, it is your job to fix these wrongs. Never expect others to do the fixing for you.

Using good judgment is also an ability that a good leader has. You must use it on a daily basis. You have to be able to clearly judge any situation and make a decision quickly. Your employees will soon realize how crucial your judgment is and rely upon it.

Although it's a good idea to incorporate innovative ideas and continue to evolve your business plan, you need to stick to your original plan. Continuing to work towards a specific goal helps build your credibility and makes others confident in your abilities. Remember that your plan can be improved upon without changing completely.

Leadership does not involve being everywhere and doing everything. You have to show your employees that you rely on them to do the work. You will be gaining their respect when you ask for their opinions and respect what they have to say. Realizing that your employees may have a lot to say and contribute is showing good leadership abilities.

Be a passionate leader. It is easier for other to follow a leader that truly cares about the group's goals. Great leaders should have a genuine passion and enthusiasm for the projects in progress instead of just making sure everyone is finishing their work. Express your passion and let everyone know that you care about their progress. When someone shares with the group, let them know that their contribution is appreciated.

Being a good leader should not be viewed as a part time job. It involves a lot of responsibilities. It is essential for you to remember that being a leader is also about being a team player. If you know how to work effectively with others, you will be able to lead them in the right direction

as a manager. It is essential for you to be as objective as possible at all times.

34. Part 2. Government Grants and Private Loans for Women to Start a Business

Business grants and loans are available through the government, corporations, non-profit organizations and other organizations. There are different types of grants and loans to help you move forward if you are a woman and want to start a new business.

Grants for women to start a new business help them save their self-respect. The most significant thing is that, unlike a loan, a grant they does not have be paid back. This is in fact, free money given to needy women in order to help them start a business. For some of them it is a question of survival too. These women are not in a position to repay the loan taken from any bank. They don't have any property to offer as a security deposit. In order to help these women, the US government has granted some funds so that they can start a business and earn their living.

Learn how to delegate and focus on supporting your employees. Make the effort to read up on how to give encouragement and create inspiration in those you lead. Instead of concentrating on just the fact you want tasks getting done, try to focus more into motivating the team to perform at their best.

Any woman who is a US citizen and is over 18 years of age may be eligible for any of these grants. They are suitable

for those who don't want to risk their house or property. The women also don't have to bear the tension of repayment of a heavy loan amount. A woman can concentrate more on the development of her new business if she is free from the burden of debt. It is also a fact that the number of women starting their own business is increasing every year. Women are succeeding more in their businesses than men. There are also tax reliefs as well as different loans for women to start a business.

If you are rolling out a new business process, train your employees effectively. That new business process might look all shiny on paper, but if your subordinates receive insufficient, or worse, no training, it will inevitably cost you money down the road. There are ways to make training relatively painless, so do your research.

If you want to take advantage of grants and loans for women starting a new business, you should make some arrangements. This will increase your chances of approval without a lot of effort. The first thing that you must do is to have a business plan. This plan should be put into operation easily without a lot of money being needed. A business plan is the most important thing that almost every organization will like to see before giving away money.

Be sure to finish everything you start or you risk losing the respect of the people that work under you. Even if something seems particularly difficult, you should give it your all and see it through to the end. No one will look at you the same if you turn into a quitter.

To help a woman to start a business, there are small businesses financing loans; unlike grants, these do have to be repaid:

Make sure that people know that you want the team's success. If you're in a position of power, some may suspect that you only want glory for yourself. That's why it is important to do things that let others know you are on their side, and that your leadership will produce good results for everyone.

Government Loans for Small Business - A woman has to visit or call her local business library or government agency. She can apply on a local, state, or federal level to get the money for the business.

If you are in a leadership role, make it a point to avoid using harsh, or discouraging comments with your team members. Instead of using negative reinforcement, try starting the conversation with a positive comment, then gently easing into your problem or concern. This helps them to let their guard down, and remember that you are on their side.

Veteran Loans - Women who have served in the armed forces may be eligible for a veteran loan for their small business. Check with your local veteran's association to see if you qualify for a loan to start your business.

Be prepared before speaking to the team. Try to anticipate likely questions. Answer questions honestly and in a professional manner. When you're able to answer questions, the team will have more respect for you. It is also a great time-saving method.

Small Business Loans - The Small Businesses are located in

all states and offer small business loans to those who qualify. The Small Business management works with private financial institutions to help a woman get low interest loans.

Take care of yourself. When you're a leader, it can be very easy for you to lose yourself. However, it's important for you to remember that you are not going to be much use if you never sleep and never eat. Make sure that you are caring for yourself so you can best care for those you are leading.

USDA - You may qualify for a small business loan if you are involved in working the land for farming and if you produce products to be sold in the agricultural industry. You have to visit the USDA website to find all the information that you need about their small business loans. You will also find information on how to apply.

How are things going within your team? You could even ask a few members of your team to join you in this assessment. Suggestions should be welcomed and discussed.

Minorities - As a woman you can be considered to belong to a minority. There are loans to help you start a business. The MBDA works with minority groups. They evaluate their situation to determine if they can apply for a small business loan. They also offer many resources and tips to help you get started with your business scheme.

If you want to be a good business leader, try to treat everything as being your personal fault. This is ultimately about assuming personal responsibility for all that happens in your work. Never blame coworkers or the economy. Understand that at the end of the day, those who created

their own fate are the ones eating dinner out at nice restaurants.

There are lots of private and government agencies that offer grants and loans for women. A woman has to find out the best among these. It is a tough job made easier if you use the help of the Internet and search online. Then make a list of the options and the advantages that they offer. Compare the different opportunities for grants and loans carefully. You have to ensure that you meet the eligibility criteria. Similarly, you must check how the different loans have to be repaid. Then you can select the best solution that suits your needs and business idea. Just remember that you need an excellent business plan in order to get approved for a grant or loan.

35. Every Day Habits of Successful Women in the Business

It is interesting to note that women are venturing into all sorts of businesses these days because of the need to climb the corporate ladder. Some of these women have been successful while others are still struggling. The successful women in business seem to have developed some daily success habits. These have turned into unconscious practice for them making these habits part of their daily routine. It would therefore be good to take a look at some of these habits of successful business women.

There is no way you can enjoy success if you do not have healthy mind, body and spirit. Successful women know it is important to eat healthy. A bag of chips and a soda is not a power lunch! Meditating, visualizing and affirming all seem to be part of the successful woman's daily routine. Also these happy women have learned when to rest, relax and

enjoy themselves. Indeed all work and no play leads to some emotional and physical stress. It is therefore vital that you take mental and physical health breaks during the working day.

Even if you are not the best at everything you do, you should never let people know that. Being a leader is about accepting the negative things about yourself, but not allowing them to stop you from doing your best. This pertains to all points in your life where you may be lacking.

Moreover the successful business women know how to manage time wisely. The women who own moneymaking businesses are very much in control of their time and therefore do not allow time to control them. Apart from this they are able to visualize the future as if it is already the present. This is a very powerful tool for the success of any business that you can think of. They are able to see the future as very productive and fulfilling. The profitable entrepreneurs always talk about the future with confidence and optimism.

When you're a leader, you'll need to be accountable. If you make a mistake, admit it and move on. It can be easy to push the blame onto other people, but this should really be avoided. If you're accountable when you've made a mistake, the people around you will feel the need to be more accountable if they've made a mistake.

One of the sure qualities of successful business women is persistence. They know how to keep the important things important. The women are not easily distracted by the achievement of their goals no matter what the obstacle is. They set a priority on items of their to-do-list and ensure that those ones that are vital are performed first before anything else. Those who are very smart would normally come

with a written plan that is carefully drawn up. The truth of the matter is that when you have a goal it is just a dream if there is no plan attached. Therefore these women know what to do each month, week and day. They therefore have a planned blueprint for the future of the business that is on paper.

36. How to Develop Employee Incentives

Employee incentive plans have many different purposes. You have certainly seen a fair share of such plans. But with the economy struggling, how should you approach your employee incentive plans in a different way to reach your organization's goals? Can an employee incentive plan actually produce the results you need?

Though they seem to come in endless varieties, all successful employee incentive plans are united by a few simple core characteristics:

When you're a leader, make sure that you team with people. You must remember that you are a part of a team. Individual voices can contribute to and better an entire project so try bringing others together to collaborate. Leaders are never alone. Do your best to invite as many perspectives into the discussion and decision-making processes as you can.

Core Features of a Successful Employee Incentive Plan:

You need to find the innate qualities in yourself that can

help you become a good leader. Although you may not naturally tend toward a leadership role, there is some aspect of your personality that you can develop which will help you to take charge. With time, experience and practice, you can hone your skills and develop your leadership abilities.

1. Who are you going to motivate?

Never belittle your coworkers. Your subordinates will never respect you if you do not treat them with respect. Remember that you are not better than they are. Consider yourself fortunate to be a leader. Treating your coworkers as you would want to be treated will go a long way in developing a cooperative team.

2. How much are you going to pay and for what result?

Always handle emerging issues with transparency. People used to hide business problems, but today, great leaders don't do that. Are you wondering why? Communication has become key in today's world. The truth will come out whether you like it or not. So be the person that controls the message. Don't be the one reacting to it. This is the attitude shared by effective leaders.

3. How are you going to deliver the employee incentive - monthly, first-dollar, quota attainment, etc.?

If you want to work on improving your leadership skills, do not act like a know-it-all. While you may truly be a great leader, you can always learn from your peers. Others are able to contribute ideas to improving your own, ways to

implement your ideas or even offer constructive criticism on the weaknesses.

4. Will your total pay package be competitive when you include your incentive compensation plan?

Don't micromanage. Leaders don't do all the work. They inspire and train others to make decisions with confidence. If you are always nitpicking on things and doing it yourself, then you're sending a signal to your employees that you really don't want their help. That's not leadership at all. Take a step back and figure out how you can inspire your employees to make the right decisions.

This last question you need to answer to avoid what is called the 'numbskull' factor - losing good people because, unintentionally, they are not being paid their value compared to the market.

Being a leader means taking action. It doesn't matter how many good ideas you have if all they ever do is take up space in your head. Develop a plan and put your idea into action. Focus on the outcome you would like to achieve and focus your energy on making it happen.

These are all important factors to consider. But there is a much more vital question: Will the employee incentive plan actually lead to the result you want? This is an especially important question during a recession when every sale counts.

Give rewards when work is well done. These are salaried employees quite often, but incentives can make a major

impact on productivity. If a team member works particularly hard on a project, reward them with a gift or cash bonus. True leaders don't pinch pennies with things like this.

Do Employee Incentives Really Work?

One of your necessary talents will be clear communication with your employees. Make certain to give subordinates all the information they need to perform key tasks successfully. Continue to check with them to ensure the project is running smoothly.

It seems like this answer must be clear - employee incentive plans must work. If they don't, why do so many companies have incentive plans that they continue to pour money into, even during a recession?

You should be sincere and confident when interacting with others. However, don't think that being arrogant means to be confident. Nobody likes arrogance. You must realize it takes true sincerity in order to gain the trust of the people you work with. When you are insincere, it is obvious and your team will not take you seriously.

At the same time, there is evidence that employee incentive plans don't work as commonly thought. They don't increase the 'quantity' of results except perhaps in the very short term. And rarely do their special rewards and benefits increase employee productivity.

The world is constantly changing and a good leader needs to be flexible enough to handle that. You cannot break down every time there is a change in the way you know how to do

things. There are opportunities to learn new things all of the time, and you should take advantage of this.

Some evidence that employee incentive programs don't work can be found informally. For example, how many articles have you seen in the management and HR press with titles such as, "Why everyone hates their employee incentive plan" or "Why your employee incentive plan doesn't work"?

Encourage your employees to express their concerns and offer suggestions without fear of embarrassment or retribution. An atmosphere that allows for open communication ensures that employees can do their best work, develop innovative ideas and express their thoughts. On the other side of the coin, open communication allows you to avoid conflict while offering feedback and handling problems.

Employee Incentive Plans Grab Attention, But Don't Motivate Employees:

Great leaders believe in those they are leading. Surround yourself with talented people and then inspire them to greatness by believing in their ability to reach their full potential. When you expect the best of someone, they will typically go out of their way to live up to that expectation.

Building a successful employee incentive plan is especially important during a recession - if plans are not built on bedrock, they're not likely to produce the business results you need during an economic downturn. Research and experience point to these following basic facts about employee incentive plans.

Leading people can be a very demanding role. Those demand sometimes make it hard to find quality time to spend with family and friends in outside interests. Remember, you need a well-rounded life in order to be a good leader, as well as a happy person. Make sure that you try to take breaks, and do things that you enjoy.

Facts about Employee Incentive Plans

Create an environment where everyone's point of view can be heard. Dissenting opinions and debate can lead to more creative solutions. In an environment where people are afraid to disagree, the status quo will stand. Have weekly meetings where you actually stimulate debate about specific aspects of your business and listen to every opinion and suggestion.

1. Employee rewards and benefits rarely increase productivity permanently. Your employee incentive plan probably won't cause much of a difference in productivity in the long run.

Great leaders should always strive to set a good example. If you want your employees to be honest, you must be honest as well. If you want your employees to show respect to each other, you must respect them. When people see you acting a certain way in a leadership role, it helps them to better understand how and why those characteristics are important to the organization.

2. Incentives absolutely don't take the place of management. The old principle states: Don't turn a

management problem into a compensation problem. This is especially crucial during a recession. Getting your employees fully energized and committed is a relationship (management) issue, not a compensation issue.

Offer occasional rewards to your employees. These do not have to be high dollar items, even a certificate of recognition will do. Everyone needs to feel valued, and rewards can help your employees to understand how much you appreciate their efforts. This will encourage people on your team to work harder and put their best foot forward.

3. Successful employee incentive plans can, however, get people's attention and make clear to them what you really care about most.

Never forget to say thank you for a job well done. Your employees need to feel appreciated as part of a team, and those two simple words can go a long way toward letting them know you value them. Take the time to thank people for the little tasks and the big ones too in order to keep morale strong in the office place.

Once a week, there can also be lunch meetings in which employees are able to get to know each other better and relate to one another in a more informal environment. Time off certificates for perfect attendance from an employee can also be part of a helpful incentive program. This will help the business to function with more effectiveness since individuals will be more tending to call in for time off. Birthday programs in which a present is given to staff members on the day or week of their birthday can also help employees feel more valued. There are many more examples that can be considered.

One of the most important qualities of a good leader is the ability to delegate tasks to the right people. No leader can do all of their work by themselves. By delegating certain tasks, more can be accomplished and employees will feel ownership and increased motivation as part of the team.

It is therefore up to each of us to align people with and inspire them by clearly setting the organization's critical goals so that they are pursued with a passion. This is a passion that cannot be built through an incentive plan that offers employee rewards and benefits.

Learn from your mistakes as a leader. You are bound to make them, and the best thing to do with them is use them to build your knowledge and experience. This will keep you growing and moving forward and when that is the case, you simply can not be caught!

In your next conversation with one of your employees, try speaking as if he or she is the most important person in the room at the moment. Look him in the eye, avoid interruptions, ignore gadgets, and ask questions about his or her interests. It's the simplest, least expensive and most effective incentive available. You should readily use it to get the best possible results in terms of productivity and consequently profits.

37. Performing the Right Business 101 Etiquette in Other Countries

Etiquette has many different aspects. However, the one remarkable function that etiquette does perform is that it

demonstrates respect. By keeping the etiquette, one maintains good interpersonal relationships. Ultimately, it could be argued that etiquette is about making sure that when people mix together, there are rules of interaction in place that ensure good communication. In this way, transactions can go smoothly.

We all know how we or others feel when a lack of etiquette is shown. If someone jumps the queue, does not thank you for holding the door open for them or forgets to shake your hand, you naturally feel disrespected and perturbed.

If you're trying to make a decision, you should try to get input from your team. Your team may be able to help you find a great solution, or they could help you see if you're making a bad choice. A good leader should be interested in the opinions of others.

International Business Etiquette:

In order to be a great leader, you must be able to communicate your vision to your team. Explain clearly what the common goal is, and instill a vision of success in the group. Getting everyone working together on something they all believe in cements your leadership role in the group.

Keeping the above points in mind, now consider the difficulties of working on the international stage. Modern business is global and requires people to travel to foreign countries and mix with foreign clients, colleagues and customers. Each one of those cultures will also have their own etiquette rules, many of them unwritten. When two or more different cultures mix, it is easy for small etiquette mistakes to be made. This could have negative consequences.

If you are rolling out a new business process, train your employees effectively. That new business process might look all shiny on paper, but if your subordinates receive insufficient, or worse, no training, it will inevitably cost you money down the road. There are ways to make training relatively painless, so do your research.

Just as you feel felt annoyed if a foreign businessman does not shake your hand upon greeting you, imagine how your Chinese client might feel if you write on his business card. Or imagine how your Indian colleague may react if you flatly rejected an offer for a meal; total lack of manners in that culture. Sometimes, not understanding the etiquette of another culture means you show a lack of manners. As Lawrence Sterne said, a lack of etiquette is lack of deference. This can and does lead to soured relationships, lost deals and in the end poor business results. Anyone working on the international stage needs to understand international business etiquette.

Be sure to finish everything you start or you risk losing the respect of the people that work under you. Even if something seems particularly difficult, you should give it your all and see it through to the end. No one will look at you the same if you turn into a quitter.

Business Card Etiquette:

Continue to learn new leadership techniques and innovative methods for conducting business. Continuing your education will give you a better understanding of how your younger employees think. A new perspective will help you improve your leadership style while also giving you the tools to be competitive in an ever-changing market.

When you exchange business cards do you simply pass it over and forget about it? In many countries the business card has certain etiquette rules. For example, in the Arab world you would never give or receive a business card with your left hand. In China and Japan you should try and use both hands to give and receive. In addition it is always good etiquette to examine the card and make a positive comment on it. Whereas in the UK it may be OK to sling the business card into a pocket, in many countries you should always treat it with much more respect such as storing it in a business card holder.

Make sure that people know that you want the team's success. If you're in a position of power, some may suspect that you only want glory for yourself. That's why it is important to do things that let others know you are on their side, and that your leadership will produce good results for everyone.

The Etiquette of Personal Space:

Prepare yourself ahead of talking to your team. Consider possible questions they may have. Know in advance how you are going to answer them. Being prepared with quality answers shows confidence and leads to a team that will respect you. This technique also saves time during meetings.

Is it impolite to touch somebody? How close do you stand to people? What about gender differences? In the Middle East you may even embrace men when you know them, yet you should never touch a woman. A slap on the back may be OK in Mexico but in China it is a serious no-no. Touch someone on the head in Thailand or Indonesia and you would have caused

great insult. Without the setting of international business etiquette, these things would never be known.

A good leader should be able to write effectively. There are other factors that make up leadership; it's not just your vision and how you carry yourself. You also have to show others what you mean through words. If your writing looks unprofessional, people won't respect you as much. Keep this in mind, and be mindful of what you write and how you write it.

The Etiquette of Gift Giving:

Delegate responsibilities whenever possible. Showing trust in your employees gives them confidence in their own abilities. It will also inspire confidence in your ability to lead. Micromanaging your employees is exhausting for you and demotivating to your employees. Offer support and help them deal with any problems that may come up.

Many countries such as China and Japan have many etiquette rules on the exchange of business gifts. International business etiquette allows you an insight into what to buy, how to give a gift, how to receive, whether to open in front of the giver and what gifts not to buy. Great examples of gifts to avoid are anything alcoholic in Muslim countries, anything with four items in Japan and clocks in China.

Try adding value to people every single day. Several great leaders will take a minute to sit and think about whether or not they have added value to another person the same day. Leadership can make a difference and break a deal since it's what makes organizations grow. It impacts lives. Remember that it's not just an idea that's talked about,

but it's an action that you need to live out.

The Etiquette of Communication:

Be open with your communication with your team. Good communication is essential for effective teamwork. Make sure your team feels that any questions are welcome by having a helpful attitude. Your team cannot work for you if they are not sure of what you want. Keep an open-door policy for this reason.

Some cultures like to talk loudly (US and Germany), some softly (India and China). Some speak directly (Holland and Denmark) others indirectly (UK and Japan). Some tolerate interrupting others while speaking (Brazil) others not (Canada). Some are very straightforward (Greece) and some focus on negotiation (Middle East). All believe their way of communicating is fine, but when transferred into an international context this no longer applies. Without the right international business etiquette it is easy to offend someone.

Get comfortable with decision making. Effective leaders tend to be great at deciding things. Risk taking along with good decision making goes hand in hand. Quick decisions, using all your knowledge about a situation, will help to show others you understand and make them want to follow you. Avoid second guessing yourself. Not every decision is going to have the right outcome, and you must learn from your mistakes.

International business etiquette is a key skill for those wanting to be successful when working abroad. Through the great appreciation and understanding of others' cultures

you build stronger and longer lasting business relationships. You have to know the rules of international business etiquette so that you can be successful in any industry.

Recognize the employees who consistently do a good job. Don't focus on problems or spend too much time trying to strengthen weak employees. When the squeaky wheel always gets the grease, being a weak employee becomes motivation to get more help from the boss. Try to surround yourself with your strongest employees and help them grow.

Don't show favoritism for one employee's suggestions and advice. Show everyone the same amount of respect and interest. A successful leader always treats his group in the same manner in which he would prefer to be treated himself. Be fair with everyone, and fulfill your promises to them.

Business Clubs for Women in Business

Good leaders identify and understand their obstacles before encountering them in insurmountable ways. Learn to anticipate a crisis and take steps to avoid it. It is possible to have a positive attitude and still not be in denial about potential pitfalls. Delegate team members to minimize risks using each person's individual strengths.

There are more women entering the business arena than ever these days because of the resources available for them to develop themselves. Women are rising up to the challenge by starting their own businesses each and every day. Resources are provided through various business clubs that are being formed around the world. A number of women in

business would join a business club that is national, local or even global. There are a lot of options to choose from. There are a number of clubs on the internet as well.

A large problem for business these days is the loss of one-on-one communication. This is primarily due to the electronic age we live in. If you want to be a good leader, try foregoing the emails and text messages, and really interact one-on-one with your team. Get to know them, and let them get to know you. Real relationships still work best.

One of the main ideas behind the setting up of these business clubs for women is to bring together like-minded people who can assist each other with demonstrations, presentations, information and advice. You will get to meet the most successful women. It is interesting to note that men are mostly excluded from such clubs. The clubs are very serious and as such have regular monthly or fortnightly meetings where they all come together to do business and to share what is going on around them in the business world. It is for this reason that a number of women are rising to higher leadership positions in some of the big companies in the world.

Judge your own success as a leader by evaluating how well you are able to get others to perform their jobs. If you have a positive influence on your employees, keep them motivated and help them grow, you are an effective leader. If you must use intimidation and manipulation to influence your employees, you are an ineffective leader.

It is important to note that there are a number of business clubs for women out there and they will charge various fees. For instance, there could be a membership fee which may be

for a lifetime membership and then an extra fee per month for something else. Clubs are mostly not free to join but you can certainly justify the cost when you start to get a lot of business links that you would not have otherwise had. Therefore they are still good to join no matter what.

Pay attention to what your employees are not saying. Learn to read body language in order to understand the feelings they are not displaying to you verbally. If everyone in the room is unhappy and nobody is speaking up, it is time to bring an issue to the table. This helps to promote communication, and it makes your organization a better one.

Gone are the days when women in business could not achieve anything worthy of note no matter what field they had chosen to enter. The environment for them was very tough as men were always dominating. These days however the advent of women's business clubs has made it possible for all women to rise to the occasion as they have all the links and resources available to do well. You would now find a number of women taking very high positions in companies with some sitting on the boards of major corporations and making strategic decisions. You can be like one of these women, if you have the skills and expertise and if you make connections in your business club.

38. Before You Jump All In? A Bit of Advice

Always contact a Lawyer for advice as to how to set up a business if you are unsure.

There is always free legal advice available through SCORE

(Service Corps of Retired Executives). If your business starts to get really profitable in the future, you can even consider upgrading your from a Business to a Corporation, or an LLC. You can incorporate easy online -- check out "legalzoom" do a search online for more details about the company.

In order to be an effective leader, you must work closely with your team. Listen to them when they talk, encourage individuality and innovation, and let each member of your team enjoy their individual and group successes. Above all, don't ask a member of your team to do anything that you would not be willing to do yourself.

'SCORE' can also provide with more details on how to incorporate your business, that won't cost you a fortune to do it!

Say thank you to your employees. Many studies have been done on the power of a thanks given from a manager to his or her employees. It increases productivity, often by a lot. Just a little graciousness really can help extend your power as a leader, so be active about it.

However, you can also check the Yellow Pages under "Free Legal Aid". There are numerous agencies ready to assist you in starting a business. Call the SBA (Small Business Administration) or visit their Web-Site at <http://www.sba.gov>.

A good way to start being a better leader is to be more decisive. Because you are the designated leader, logs of decisions will be up to you. If your subordinates offer a wide range of potential solutions to an issue, you must

select the one that offers the most benefits to the largest group.

Here are some following steps, you need to take to get started in the right direction below:

Prepare for group meetings. Have an idea of which questions they could ask you. Think of answers for the questions. Providing the right answers will earn you respect. It is also a great time-saving method.

1. Establish A Post Office Box:

Conquer your fear. Fear can be a terrible thing for you to experience, especially if you're a leader. Instead, start paying attention to what the fear is telling you. Learn to process it in a way that is healthy and in a way that urges you to move beyond the fear to something more.

This can either be done directly at the US Post office, or through a private company such as Mail Boxes etc. To get your Business License and other paperwork processed quickly, they will need a PO Box or some type of business address. That's why you should get your PO Box first.

Surround yourself with smart people. The best leaders out there all know one thing: when you've got the best people, you'll elevate everything. Don't think you need to be the smartest person in the company. Far from it. You need to be a visionary who sees greatness. Use that and find the best colleagues to surround yourself with.

2. Fictitious Business Name or if you prefer to use your real name that's ok too:

Adopt an eternal attitude of learning. While this article has great tips in it, there's always something more to learn. Business changes and evolves and you need to keep up with it. Always be reading books, newspapers and blogs. If possible, attend classes and workshops. Those are chances to learn and network.

Find out from City Hall where to go to get a "Fictitious Business Name". This is just a fancy way of saying the name for your business.

As a leader, it is necessary to maintain an optimistic attitude in the workplace. Displaying a lack of confidence and expressing doubts about your team's chances of success is not the way to motivate your team. You can't expect to receive their best effort if they feel they are doomed to fail.

Before you go, you should think of a good name. Here's an example. If your last name

Build play time into work time. Not every moment of the day needs to be filled with productivity. Smart leadership will find ways for employees to let go every once in a while. It can be an outdoor activity or an indoor game room, or something else entirely. You'll see that your employees will respond positively.

was Johnson, you might want to call it "Johnson Realtor" or something similar. The

As a leader, you probably have certain goals, ethics and values that help to form your leadership model. These are important qualities of a good leader. It is a good idea to write these things down, and then share them with your employees, or team members. This way, they know what you are about, and what is expected of them.

cost for this is about \$10.00 -- it may be different from State to State.

You should never procrastinate if you want to be seen as a great leader. When people think of having a boss, they imagine someone that is in charge and knows how to get down to business. Putting off projects and not following through is not the best way to present yourself to people.

3. Give Public Notice of Your New Business:

Don't hesitate to recognize people for their accomplishments. It is easy to forget to thank people for what they do, especially in a work environment where everything is moving quickly. Make sure you look for reasons to thank people for their good work, instead of simply chiding them when they make mistakes. This will encourage loyalty, and you will find you have an easier time leading when those you lead are loyal.

After you get your Fictitious Business Name, you will get a receipt for this. You can bring this receipt to your local newspaper, and they will know what to do. They will charge you a modest fee, but make sure that they offer full services, including filing it with the County Clerk and

giving you a confirmation letter after this is complete. You need to give "Public Notice" of your DBA (Doing business

Stress is bound to be a large part of any leadership role. Instead of letting stress contaminate your goals and mindset, find ways to stay positive. Many times, if there is a deadline, or other issue, that is causing undue stress, you can break it down into smaller parts. It is easier to be positive when you feel less pressure.

As) name. This means that you will have to get it published in a paper for 4 weeks, once a week.

Learn to trust your gut. If you have attained a position of leadership, your instincts are probably right most of the time. Naturally, you will make some mistakes along the way. Accept that fact and use your mistakes to learn. Never forget your mistakes because you don't want to continue making the same ones time and time again.

4. Apply For a Business License:

Encourage your employees to express their concerns and offer suggestions without fear of embarrassment or retribution. An atmosphere that allows for open communication ensures that employees can do their best work, develop innovative ideas and express their thoughts. On the other side of the coin, open communication allows you to avoid conflict while offering feedback and handling problems.

Go to City Hall in the City you live in and apply for a Business License. Different cities might have different

procedures and fees. They should give you an application to fill out. This is always done after the Fictitious Business Name statement, because they need to know the name of your business on the application. This only makes sense. It takes a few weeks to receive your license in the mail once your application has been processed.

When called upon to lead others, think about your duties in an entrepreneurial way. Shopkeepers cannot expect to generate profits without first investing their time, energy, and insights. You cannot reasonably expect your team to perform its best without similar inputs on your part. Take pride in your team, and don't hesitate to advertise it in the form of compliments, encouragement, and recognition for a job well done.

5. Open up a Business Checking Account:

When it comes to constructive criticism, great leaders give it and receive it. If your employees have something to say about your leadership skills, work ethic or ideas about a project, take the time to really hear them out. By doing this, you can make improvements, and that will help you to grow as a leader.

Go to your local bank and set up a Business

Focus on your most critical tasks. Sometimes spreading yourself too thin will make it so that nothing ever gets accomplished. Instead, take the time to prioritize your tasks, and focus on the ones that are most important first. Remember that other tasks can wait, or you could always delegate them to another member of your team.

Checking Account. This usually requires a deposit of \$100.00 or so. Also, if you plan on accepting credit card orders, inquire about a merchant account. They will be very happy to discuss all options with you. Also, have the bank make you an Endorsement stamp according to their specifications. Your first couple of hundred business checks will be mailed to you

Leaders can't be afraid to take risks. A smart leader realizes that their position is never safe. They know when to take risks and see good opportunities just ahead.

within a few weeks of ordering. The bank will explain to you how an Endorsement stamp works.

Work doesn't have to be drudgery, so promote a fun environment at work. While everyone needs to work hard to get the job done, there is always a little downtime in the day or week. Use this time to get some fun activities in. This helps your employees to gain rapport with you and with each other, leading to a happier work environment for everyone.

6. Rubber Stamp Purchases:

Persistence and humor are two essential qualities for a good business leader. A leader must demonstrate the willingness to overcome obstacles and find solutions to problems encountered on the project. A sense of humor and the ability to make the workplace fun will inspire the team to keep working even when things are not going well.

Go to a business like Office Depot, Staples, Office Max or a local print shop in your area which can be contacted in the Yellow Pages. Have them make

Never be stodgy and stuck in your ways. A great leader is always learning right along with their team, and being open to new ways to do things will allow you to excel beyond your peers. From technology to new strategies for how to get a project done, stay open to new ideas.

you a Stamp with your Complete Company Contact Information. This should be under \$15.00.

If you plan on being a great leader, you have to prove that you are trustworthy. No one is going to look up to a leader that they cannot trust. In order to gain their trust you have to show them that you have integrity and you are an honest person.

7. Have Business Cards Made:

If you are a good boss, you will understand that constructive criticism is the best way to let people know there is an issue. If you belittle and berate them in front of others, this will only embarrass them and make you look like someone that doesn't have a heart.

This can be accomplished at your local print shop or at a place like Kinkos, Office Depot, Staples or Office Max.

Helping your team members work together effectively is an important part of business leadership. If you have a group

of talented individuals with a rift, an important element of leadership is helping them find common ground and a way to work together. The best talent sometimes comes with some abrasive personality traits, but if you can get them to work together, your results will improve.

8. Find an ISP (Internet Service Provider) :

Find an Internet Service provider. This is your "Pipeline" to the Internet. You can go with an established company like (at&t, netzero, comcast, etc) whomever has the best value for your budget... They will all give your own personal E-Mail address.

9. Securing a Domain Name:

If you wish to make a presence for your business on the Internet and are not satisfied with the free hosting services out there, then you will have to

Secure a Domain Name. For example: Try "GoDaddy"...which provides (Hosting & Domain Service) real cheap -- again see what package that fits your budget. Think of some good names and check them out for availability. Try to have a keyword in your Domain Name, it will help with the Search Engines. For example: RealEstateByJohnson.com

Note: The reason this comes in handy is because no matter how many times I change Hosting Services,

You'll always have the same name and same E-Mail address, RealEstateByJohnson.com ~ if you ever get angry at your ISP

or hosting service, you can just change it and everyone will still be able to find you. You won't have to change your business cards, letterheads or anything else to reflect a different Web-Site.

10. Whats A Hosting Service:

A Hosting Service is the place you "Park" your Domain Name. There are hundreds of thousands of them out there now. Just shop around and consider different factors such as -- Price, Service, Method of Connection., CGI Support, Tech Support, and customer support. How accessible are they to Billing and General Service Questions? These things you must ask yourself before you join one.

39. Attracting and Keeping Customers Coming Back Forever

When starting a business one needs several things such as capital, products to sell and premises, but just starting a business is only a small step for entering an industry. One needs a business idea to be successful and to ensure that there is no loss of capital or time. Thus one needs to know how to retain their existing customers as well as how to attract new ones. There are a number of tricks one can use when starting their business, but the processes and tricks get tougher as one proceeds with running the business. This is where advertising and marketing come into play.

One of the common methods that women in business can use to attract customers is having sales. A sale usually includes selling items at a discounted price. You take some

percentage off of the actual shelf price on some or all of the products in your business. There are different types of other methods used in business. Some of them are quite effective for attracting and retaining customers. Even though the business proprietor offers their products and services on sale, it is always advisable to ensure that one doesn't lower the prices too far to avoid incurring any losses from the sold products.

A good leader should always try to remain optimistic. Even when things aren't going as planned, a leader should be positive so that the people around you will remain positive. No matter what the problem is, a good attitude will give you, and your team, hope that the problem will be handled.

When it comes to offering discounts on products, these can be offered on several levels. The discount can be based on the number of products bought or on the frequency of buying products. There are some companies that have been offering their customers discounts on products such as books for years. This can be quite useful in ensuring the loyalty of customers. In small businesses, a loyalty point scheme can be used to offer customers some incentive to stick to the business and buy more products. This system for gaining loyalty from customers can be used and integrated with other systems.

You need to find the innate qualities in yourself that can help you become a good leader. Although you may not naturally tend toward a leadership role, there is some aspect of your personality that you can develop which will help you to take charge. With time, experience and practice, you can hone your skills and develop your leadership abilities.

Giving free samples and advice is another way to attract customers as well as retain them. Lots of businesses succeed by offering freebies to their customers. The freebies may differ depending on the type of business. Thus there is no perfect freebie to offer to all customers, but no matter the choice one makes the customers always seem to appreciate them. In some cases, one might be forced to follow the trends of other businesses. This may include offering festivities offers or discounts on products. If one has lots of competition, one should be prepared to make the deal sweeter.

40. It Ain't Easy for Women in Business:But You Must Be Prepared for Anything

It will be quite common to find quotes such as "it is easy for women to start businesses", but the truth is that women in business will still have to combat the challenges faced by men when it comes to starting a business. Starting a business is not only about acquiring capital, setting up a premise and establishment to produce or sell given products.

The actual sales to the market make the business. When women get engaged in business, they should be prepared to face some challenges that come with every business. You should not expect that everything will fall into place. Thus it is first recommended that the proprietor has realistic goals to achieve.

Consider holding monthly contests among your employees. These contests can be based on the most sales, the best customer service or a variety of things. The prizes for the contests can be something as simple as a preferred parking

place or as extravagant as an additional paid day off.

During the first few months of starting a business, it's quite common to make low sales. In the beginning, for most businesses there are lots of obstacles and setbacks. The first common challenge that is faced by businesses is getting customers. There are different approaches that are used by proprietors to get customers. The nature of the business will determine the techniques to use since one needs to ensure that the steps taken do not crumble the business to the ground.

Prepare yourself before talking to your team. Brainstorm potential questions they could ask. Sit down and think of a good response to each question. When you're able to answer questions, the team will have more respect for you. It also will save you significant amounts of time.

Being a great leader is not all about paying too much attention to every move that people make. It is about showing people the best way to do things and allowing them to show you that they are capable. You have to provide encouragement and reinforcements to help them do their best.

The finances are always a problem when it comes to business, even though this is usually not the only thing that is needed to start a business. For women in business, there are a number of resources that they can rely on for grants. These allow women to start their businesses with ease, but once started they will share common challenges in the accounting and finance sides of the business. The business has expenses and revenues. One has to account for both in order to make profits. This is a challenge for most people. However, there is a solution that the computing industry has come up with.

There are several programs to help one with minor accounting challenges.

Do not push people on your team too hard since this can result in doing the opposite of what you are trying to accomplish. Instead of giving them motivation to do more work, it may make them feel demoralized. In turn, they will lose a lot of respect for you.

According to economists and business experts, every business has a lifecycle. Thus there will be a point when the business will reach maturity and begin to require innovation for growth. In most cases, people without adequate training will start losing as opposed to gaining but there are techniques such as diversifying and increasing the product range that will help the business in its future. It is always advisable for women in business to get advice from other established proprietors in business to avoid loss in and of their business.

41. When Setting Your Own Office Anywhere

Modern technology makes it simple to set up an office almost anywhere. Cell phones, email, laptops and updated office situations offer unlimited opportunities to start your own business. Whether you want a full-time enterprise or a part-time income, you need the right setup to be successful. Take advantage of advanced technology to have a convenient, functional office on your own terms.

Home Offices

Make good use of your time. Consider the length of each task and allow yourself a certain amount of time to complete it. In this way, you can make good use of your time and enjoy your life more. If any surprise pockets of free time wind up in your lap, use them to chill out or make up ground on anything you've fallen behind on.

Renovate your garage, family room or even a large closet into your own office space. Create a corner in the house just for your work. Have a designated area for files, your computer and other business essentials. Stay organized so you know where everything is and don't have to waste time looking for it. Scattering your work around the house makes it difficult to run a successful enterprise no matter how large or small.

Plan your daily activities out. Make a schedule for your daily activities and stick to it. This will help eliminate stressful and last minute situations. You can make a daily to do list and put the most important things that you need to get done at the top of the list.

Go Mobile

Do not be afraid to tell people to leave you alone when you are working. Hang a sign on the door, lock the door and block your phone calls when you need to get something done. This will help you keep your train of thought and focus on the task at hand. You will be far more productive without any interruptions.

Sometimes occurrences at home make it impossible to focus on the business at hand. Have a laptop and cell phone ready so you can work at your favorite park, coffee shop or

library. If peace and quiet are impossible to attain in one spot, take your work elsewhere for awhile. Often the change of scenery helps you regain focus so you can get back to business more effectively.

Keep a diary of how you are spending your time. Do this for about 3 days. You will be able to see what you are spending time on. You can then determine what is necessary to spend time doing and what isn't necessary. Figure out how to manage your time better.

Virtual Offices

Interruptions need to be considered as you draft a schedule. If you have tasks and appointments to do after each other without factoring in something like unexpected calls, your day could be thrown off. Proper planning will help you to stay focused.

Virtual offices provide a designated business address, telephone number and fax number along with an answering service and receptionist. For a monthly fee, you can set up a virtual office in almost any major city in the world. Virtual offices also create a presence in a metropolitan area and give your business image a boost. If you need a professional space to meet with clients, most virtual offices have conference rooms available on short notice. Having a virtual office also makes it easier to work at home. You have someone else receiving packages, telephone calls, faxes and mail so you can work without interruption. A virtual office also maintains the privacy of your home address and phone number.

The first 30 minutes of the start of your day should be used

for planning the entire day. Do not begin your day until you have completed a plan that includes the times that everything is to be done. You can consider this time block used for scheduling your day one of the most important times of your day.

Managed Offices

Focus on specific tasks if time management is hard for you. Many people aren't able to get work done accurately via multitasking. You won't do quality work if you have too much on the go. Take your time with the projects and move on when the first one is done.

Managed offices are run by a management company that rents out rooms and suites to various businesses. Everyone has a shared receptionist, answering service, security and common areas such as lobbies, restrooms and conference rooms. You can rent an impressive single office or suite in a local business area without a long term lease or buying office space. This gives businesses more freedom to expand, downsize and relocate.

Try eliminating distractions in your life if you're always running out of time for things. For example, it's difficult to finish a report for your boss if your email is constantly dinging and cell phone always ringing. Turn off technology and learn to tune out distractions. You should be able to focus much better!

Outsourcing

Create a list of all of the tasks you have for a day. Once

you have the list, go through and prioritize each item on the list. If you get behind on the day, you can knock off something that is at the bottom of the list and reschedule it for another day.

As businesses expand, they often seek virtual offices and managed offices for the access to receptionists and clerical staff. Another option for small enterprises is outsourcing. Use a freelancer to handle writing, research and public relations as you work on other aspects of your business. Hire a virtual assistant to manage appointments, telephone calls and client data. Get help to make your business more profitable and productive.

If managing time is becoming a problem in your life, start delegating where you can. At home, ask others to pick up the pace or the slack, so you everyone can become more efficient. At work, make sure you're not constantly picking up the slack for others! Delegate some of your load and manage time better.

Start your own business, gain credibility and build profits by customizing your offices to suit your unique needs. Whether you want to quit your day job or supplement your current income, you can create your own perfect office anywhere and anytime.

42. Thinking of Getting Into A Franchise: Financing Options

You have decided it is time to be self-employed and that franchising is the best route for you. Most business start-ups are financed. If you are planning on using

financing, it is best to start looking at your finance options right away. Finding the right source, going through the application and approval process usually takes longer than expected.

Home Equity Loan: This is the quickest and usually the least expensive of the commercial-type loan options. If you have owned your home for awhile and have some equity getting a home loan is about a 30-day process. If you choose the line of credit loan, you can write checks as you need to pay for items. One thing you need to remember is to include your loan payment as part of your business expenses when figuring your projected financial statements.

You may be a visionary with excellent insight into your company's market sector, but you don't know everything. Your subordinates may be in more intimate contact with part of the market as part of their job. If your marketing director says that your advertising isn't appropriate for your target audience, listen to her. She's probably right.

Your Retirement Account: This form of financing is not widely known. There are companies that will legally convert those funds that are locked in a retirement account into an account to use for your new business. This option is not for those who are intolerant to risk since you are using funds allocated for your retirement and there is no guarantee that you will be successful and able to refund your account.

When a leader is setting goals, the goals should be realistic. We all want things done faster in life, but sometimes things take time. If you rush your team, you may find that there are more mistakes, unhappy team members, and a very stressful environment. Make sure that your goals

can be achieved in the amount of time that you've allotted.

SBA Loan: The Small Business Administration has loans for financing new businesses. The SBA does not actually provide the funds, they provide the guarantee to the banks. They also create the loan programs and the criteria for the loan approval.

Being a great leader is a lot more than dishing out orders. One of the most important parts of being a great leader is developing a trust between yourself and your team. If you want your team to give you the best work possible, treat them with the same respect you demand.

Keeping It In The Family: What if you do not own a home but you have great credit? How about using the home of a family member as collateral for your SBA loan? Of course, now you not only need to convince the SBA that you're a good risk, you also need to convince your family member that you are going to be successful.

Don't be overbearing when your subordinates are learning a new process. Instead, ask them how they learn best. You might be surprised to find out that some of your subordinates want direct instruction, while others want to take a more trial-and-error approach to learning. Unless there are specific reasons why accommodating them would be problematic, try to allow for both types of learning.

Asset-Based Lenders: If your business will include purchasing equipment and fixtures, an asset-based lender is an option. You probably will not be able to finance all your business expenses, like the franchise fee, but this is a way to reduce the amount of cash you have to invest

at start-up. The assets of your business are the collateral for the loan. Be aware the the interest rate and costs for this option will be higher than a loan with real estate as collateral.

When you're trying to be a good business leader, you'll need to be able to make difficult decisions. When making a difficult decision, you should understand the consequences and outcome of your decision. When making a decision, you should always consider what is going to be best for your business, not just for certain people or yourself.

Sell Stock In Your Corporation: This option takes some extra effort because you need to convince potential investors that your business will be a big success. You will also have to hire an attorney to incorporate your business and make sure you are following the law in your sale of stock. Your business plan and projected financial should be very compelling, yet realistic, so that your potential investors will be excited to invest.

Give people reasons to trust you. As a leader, it's important that you are trusted. When that happens, people are more likely to follow you and to do what you ask of them. Make sure you keep your word, and say what you truly think. People will respect you, trust you and follow you.

These are many of the common options for financing your franchise. It is important to include your choice of financing in your decision to purchase a franchise or any business.

43. Let Your Imagination Fly _ It Is Key To Business Success

The average person thinks of a business person as either some kind of poker-faced accountant or some cherubic extroverted sales person.

You rarely read an article in the popular medium about an imaginative business person or often hear of one who is highly creative, artistic, and imaginative.

If you're trying to make a decision, you should try to get input from your team. Your team may be able to help you find a great solution, or they could help you see if you're making a bad choice. A good leader should be interested in the opinions of others.

The popular concept of a business person espoused by the media is someone who is rather dull and linear in their thinking. They are referred to more often as "hard-nosed" and "practical." In fact, many business people themselves buy into this erroneous stereotype.

You must be able to spot the talent that is hiding in your other workers. When looking for those who will help you on the job, you want to build a team of talented individuals. This is important when needing to hire or contract for small jobs.

Yet imagination is the heart of business success. While corporations themselves may appear to be based on buttoned-down rules and regulations, the entrepreneurs who started them have all, without exception, been highly creative and imaginative. Those corporations that remain

innovative and progressive still retain some themes of imaginative expression.

Good leaders should be honest people. Do what you can to tell the truth. Remain authentic. When you tell the truth, do so kindly. Be open about any mistakes that have occurred. Mistakes will happen, so you need to accept them. It is those mistakes that you can use to find a new solution. They can provide you with nearly limitless opportunities.

Napoleon Hill, in his perennially popular book, *Think And Grow Rich*, goes into great detail about the seminal role of imagination in business success.

As a leader, you must not play favorites. Playing favorites will get you into trouble. Those who you do not favor will be none too pleased and not respect you. They may even report your favoritism. If you have a good friend on your team, you may want to think about transferring to another department to avoid the conflict of interest.

He talks about two types of imaginative faculties: "synthetic" imagination and "creative" imagination.

Leaders aren't afraid to ask questions. If they don't know something, they ask. Follow their example and don't try to pretend that you know everything. It will reflect badly on you when the truth comes out. Gather all the relevant information so that you can make an accurate decision.

Through synthetic imagination, a person arranges old concepts, ideas, plans, and business models into new combinations. Now while nothing new is created, the new

pattern yields surprising results.

Real leaders are willing to learn. Many great leadership skills don't just occur from a sudden flash of insight or a great epiphany. Great ideas can come to anybody, but good leaders study. Try reading some books on how to be a good leader, going to seminars, and talking to colleagues to see what works best for them. It can take a long time, but the more knowledge you have about proper leadership skills, the better yours can become.

For example, the self-help grocery store where customers do all the work of shopping is now very familiar to us, and we can't even remember when things were different.

To be a competent leader, you have to understand what your strengths are, as well as what your weaknesses are. Arrogance is not a good leadership quality. If you know that you have a weakness, try to turn it into a strength.

However, the original business model was to have people come up to the counter of a shop and present their list to the sales clerk who would then run around the store and fetch it for them.

Read what others have to say about leadership. Even great leaders not inspiration themselves. And there's a lot of great books, articles, and web posts out there regarding leadership. Take the time to learn something new everyday, and use what you can in practice. You'll find that it'll strengthen your leadership skills.

Now, with the use of aisles, clear directional signing, and

shopping carts, the job of a store is to keep it stocked and check people out.

Leaders must have the ability to distinguish between ideas and reality. The two could be at odds. If you think of a task, it must then be pushed out so you can focus on other things. Write it down so you won't get too distracted from what you're currently doing.

In fact, even this idea of checking people out is becoming obsolete, with many stores now offering people the option to check themselves out. Thus, the customer does all the work. Pulling out and wheeling the shopping cart, selecting products, and checking themselves out, and carrying their own bags to their cars.

Be an honest and ethical role model for your employees. Honesty with your employees is the best way to build trust. Make sure your employees understand the ethical expectations you have for them. More than that, always behave in an ethical way yourself. If your employees observe you behaving dishonestly, they will do so as well.

The result of this arrangement is that everyone is happier. The customer gets to be in control of their shopping experience and the retailer can handle many more customers.

Focus on your personnel decisions. Many leaders think that giving many great speeches will move a company forward, but it's actually their personnel decisions that do. The team that you choose has the ability to make or break a company. This not only includes who you hire, but also who you fire and who gets assigned the most important tasks. Take great care when making these decisions.

The creative imagination borders on the mystical.

Have a vision. Planning for the future is important. Things might be great now, but will it still be a year from now? What about ten years from now? Try to keep abreast of any change that might be relevant to your business. Shape your plans and your vision accordingly.

Here is how Napoleon Hill describes it:

Get to know each of your employees one-on-one within the business environment. Find out what they like about their job, what they don't like and the things they would change. Try to check in with every employee periodically. These one-on-one meetings should be informal and you should not be threatening when you spend this time with your employees.

"Through the faculty of creative imagination, the finite mind of man had direct communication with Infinite Intelligence. It is the faculty through which 'hunches' and 'inspirations' are received. It is by this faculty that all basic, or new ideas are handed over to man. It is through this faculty that individuals may "tune in," or communicate with the subconscious mind of other men."

A good leader turns a mistake into a learning experience. Talking about what went awry and telling this to everyone else can help create ideas on preventing the same error from occurring later on.

An example of creative imagination is the invention of the

original recipe of Coca Cola, which went on to spawn the entire soft drink industry.

Strive to become the type of leader who has a strong achievement motive. An achievement motive is the pleasure and pride you experience upon completing a project or assignment. In other words, you aren't working to achieve a monetary award or favorable performance review. Instead, your goal is to succeed just for the sake of success. This type of motivation in leaders is highly contagious and inspirational in groups.

Business, then, is far from being a game of conservative rule-playing. It is humming with imaginative ideas on how to serve the marketplace. This aspect of business is seldom mentioned in the media and we are often misled to believe that creative and synthetic imagination is only the domain of the artist.

The difference between a charismatic leader and a self-aggrandizing leader is the former's ability to back up his or her claims. While the charismatic leader does take pride in these accomplishments, the key reason for sharing them is to inspire others. Try to use your past successes and experiences to give others the confidence they need to achieve their own goals.

The business person, especially the entrepreneur, who starts to exercise more imagination, will notice many more ways to make money, creating new channels of supply and demand for the marketplace.

44. Once You Start a New Business: You Must See It In Your Mind and Vision the Success

So you had that fantastic business idea, the one that's going to be wildly successful and make you a fortune - and even better, you actually did something about it and started your own business. Good for you! Not everyone gets even that far. Most people sit and day dream about what they might do if only!!

"The world is full of dreamers, there aren't enough who will move ahead and begin to take concrete steps to actualize their vision" - W. Clement Stone

Never belittle your coworkers. Your subordinates will never respect you if you do not treat them with respect. Remember that you are not better than they are. Consider yourself fortunate to be a leader. Treating your coworkers as you would want to be treated will go a long way in developing a cooperative team.

But you got over the biggest hurdle, you took that first step and you actually created something.

Being decisive is a good method in boosting leadership ability. Since you're the leader, many decisions may come down to you. You need to mediate between your employees if they have different views on solutions.

Well done - you already did more than most. But once you've got started and you've maybe lost that first flush of

enthusiasm with the day to day details of running your business how do you keep going?

Keep any problems transparent. Hiding problems in a business used to be the norm; now, the best leaders are more open. What's the reason for that? It is because today's world is very communicative. Problems will be noticed no matter if you try to hide them. So, why not try to control the message that's going out there instead of trying to react to it? That's what good leaders do.

There are several things to look at here:

If you are rolling out a new business process, train your employees effectively. That new business process might look all shiny on paper, but if your subordinates receive insufficient, or worse, no training, it will inevitably cost you money down the road. There are ways to make training relatively painless, so do your research.

1. What are you really good at and what do you enjoy doing? Make two lists - one of all the jobs you like and/or are good at, and one of all the jobs you hate and/or really don't do very well. Take the second list and have a look at what you might outsource or automate. Do you really love doing those accounts or would your time be better spent in forward planning while your accountant does the sums? Must you personally reply to every last enquiry or could you create a FAQ which you can post on your website and refer people to by autoresponder? Obviously in the early stages of your business you might find you don't have the money to pay someone to do the jobs you hate but you've got to think about what is best for you and your business long term. Be creative - could you swap skills to get the help you need? The more routine jobs you can outsource or automate the more time

you have to plan and to market your business, and to think about even more ways to bring in all that lovely cash - not to mention you get to spend more of your time doing the things you really enjoy doing.

Conquer your fear. Fear can be a terrible thing for you to experience, especially if you're a leader. Instead, start paying attention to what the fear is telling you. Learn to process it in a way that is healthy and in a way that urges you to move beyond the fear to something more.

2. Why are you doing this? You really need to be motivated to start a business and keep it going and the best way to do this is to know what all that effort is for. What really moves you to get up in the morning and do what you need to do even when you don't really feel like it? Write your reasons down and stick them on your wall. Even better find pictures of that house in the country, the Lamborghini or that 'must have' holiday and put them where you can see them every day.

To be an effective leader you have to know your own strengths and weaknesses. Delegate responsibilities in areas that you are weak in to the members of your team that excel in them. You'll give your team members a chance to shine, while ensuring that the job is carried out effectively.

3. How do you deal with those inevitable bumps in the road? Not everything you do will be perfect - sometimes things you've tried will be a total disaster - but it's the way you react to problems that matters. If you curl up in a ball and give up at the first sign of failure you'd better not be in business. "Patience and perseverance have a magical effect before which difficulties disappear and obstacles vanish." - John Quincy Adams. It's all about attitude.

When in business, try to always lead by example and never just by title. Even if you are not a supervisor or manager, try to be as good at your job as the person above you. This can be a great way to personally move up the ladder, especially if the higher ups see you motivate higher productivity in everyone around you.

4. Have a plan and stick to it as far as possible but always be prepared to be flexible and open minded. Sometimes the most unexpected opportunities come up and you need to be ready to seize them with both hands - as Joe Vitale says 'Money likes speed'.

Make sure your subordinates and coworkers know that you are someone who is approachable. You probably don't want to leave holes in your schedule for conversation and socialization, but it's necessary. Your employees expect and deserve your guidance, respect and appreciation. With it, they can become your greatest business asset. Without it, they become a tremendous business liability.

5. Get yourself a mentor - learn from someone who has done it before. Having someone to bounce ideas off and someone who can encourage you when things get tough is invaluable.

Listening to your employees is more important than talking to them. Good leaders know that listening to their employees and to those around them is vitally important. Don't just hear that your employees are saying something, make sure you listen, too. Listen to both complaints and compliments. Learn from each of your employees by hearing their feedback about buyers and products. You are sure to be amazed at what you will learn when you take the time to listen.

And most importantly, never let anyone put you down and never be afraid of failure:

Leaders, and their teams, often do not connect as much they would like to. However, getting together to talk about work is vital in order to keep things running smoothly. The best kind of gathering to start with is one where you, as the leader, opens the forum with a question like, "How is everything going?" This is a great ice-breaker, and will help you to learn a lot.

"It is not the critic who counts, not the man who points out how the strong man stumbled, or where the doer of deeds could have done them better. The credit belongs to the man who is actually in the arena; whose face is marred by dust and sweat and blood; who strives valiantly; who errs and comes short again and again; who knows the great enthusiasms, the great devotions, and spends himself in a worthy cause; who at the best, knows in the end the triumph of high achievement; and who, at worst, if he fails at least fails while daring greatly, so that his place shall never be with those cold and timid souls who know neither victory nor defeat" - Theodore Roosevelt.

45. Entrepreneurship: Mastering the Art of Sales Psychology

To be a successful entrepreneur, it is imperative that you understand and use sales psychology. Internet Marketing gurus have this ability honed to an art form. Sales psychology is an advantage whether you are in a conventional

brick and mortar business or an online one. The great thing is that mastering the art of sales psychology is not difficult to learn. Essentially all you need to do is put yourself in the place of the prospective buyer.

One aspect of sales psychology is that people respond to specifics more than generalities. If you sell photocopy machines, saying a particular unit is a high-speed duplicating machine is not impactful. But if you say that your machine produces 10 sheets of A4-sized copies in 12 seconds with the ability to automatically collate documents into correct order, then it seems more impressive. In sales, rounding off figures dilutes its impact so state numbers without rounding off. Of course, the facts and figures must be believable.

Decisive leaders are successful. You're the boss, so you will have to make many decisions. If you are one of a team that is divided about how to solve problems, it is important to choose solutions that will benefit the whole team instead of only a few people.

This aspect of stating things in specific terms also applies to targeting your prospects. People must know whether your product or service is for them or not. Hence, the term 'Home Owners' is not as good as 'Gardening Enthusiasts'. And 'Gardening Enthusiasts' is not as specific as 'Tropical Plant Lovers'.

If you are rolling out a new business process, train your employees effectively. That new business process might look all shiny on paper, but if your subordinates receive insufficient, or worse, no training, it will inevitably cost you money down the road. There are ways to make training relatively painless, so do your research.

Another aspect of sales psychology is that people are interested in how they can benefit from your product or service more than what the product can do. In other words, benefits always win over features. For example, if you sell pianos, tell the prospect that giving his child a piano today will enable the child to have a career in music in future. This is far better than to use the old cliché, 'Give your child the gift of music' or to stress the features of the piano. It is important to mention features because people must know what they are buying but the trigger that makes them buy is always the benefit not the feature.

If you have an employee that goes above and beyond the call of duty, do not hesitate to give them extra praise and rewards. Even though it may seem like you are playing favorites, you are giving them what they deserve. Be open with other employees about it so they are aware of what rewards come with hard work.

Sales psychology also takes advantage of human individuality. Everyone likes to feel special. So the smart entrepreneur would make his prospect feel exclusive. That is why Internet Marketers present a product in 'beta' version that is in pre-launch and tell their prospects they are the exclusive few who get to purchase it. But after sales for the beta version is successful, the product will be released to the general public, often at a higher price. So three elements, the timing (it is pre-launch), the version (beta) and the price (cheaper) combine powerfully to create the sense of exclusiveness.

Don't be overbearing when your subordinates are learning a new process. Instead, ask them how they learn best. You might be surprised to find out that some of your subordinates want direct instruction, while others want to

take a more trial-and-error approach to learning. Unless there are specific reasons why accommodating them would be problematic, try to allow for both types of learning.

In an increasingly competitive business environment, smart entrepreneurs utilize sales psychology triggers to get their prospects to buy from them. Therefore in whatever you sell, always use as many of these elements of sales psychology as possible.

46. Which Is First Money or Integrity

If you are going to be successful on the internet or any home business as far as that is concerned, then, integrity must come before your financial success. Many people are financially successful on the internet, but some have forgotten the meaning of true success.

As Jim Rohn (One of the all time favorite motivational speakers) says, quite often, it is far more important of who you are becoming, then, what you are earning. Jim even goes so far as to say that you should work toward becoming a millionaire, not for the money, but because of who you will become in achieving the goal.

Good morals should never go out the door when you're a leader. Be sure to will be comfortable with the decisions you make. If you're going to feel bad or upset about a decision, don't make it. Although there will be people with a different set of morals out there, you have to be sure you're doing the right thing.

The stress is on becoming a better person. A person who has integrity. Integrity is being able to be counted on, to be depended upon, if you say that you are going to provide a service or product for a certain amount of money, then you do it. You are looking out for your customers, as well as yourself.

Being decisive can better your leadership skills. Since you are in charge, many decisions may be totally up to you. If your employees have differing opinions about how something should be done, consider using their ideas if it will benefit the team as a whole.

In most cases your reputation will precede you! You may think that no one is discovering your flawed business manners, but actually, the word is spreading and on the net, it spreads quite rapidly.

On most days, be the first in the office and the last out. This is not just about working the most hours. It's about giving your employees the perception of work ethic. If they see you working hard, they'll believe in you as a leader more. And with that comes real trust and a bump in productivity.

One of the universal laws of success is that financial success follows hard work with honesty. In other words, "help enough people get what they want and you will find that you receive what you want." However, if you are just looking out for you, you are only hurting yourself in the long run. Wouldn't the internet be so much better if we were all watching out for each other?

Express a vision for the company. Great leaders

differentiate themselves from great managers because of vision. They see where the company needs to be 5 years, 10 years and 20 years down the road. If you've got the vision, share it with your employees. Make them part of the team that'll help get you there.

One important lesson I have learned when it comes to making a sale is that people buy from those whom they trust. If they trust you they will buy from you. If your integrity is guiding you as you make your presentation to others it will come across to your potential buyer. You are more likely to make that sell with your integrity guiding you, then, any other aspect in your presentation.

It is not effective to be a leader if you are not able to set a good example for others. You cannot sit around giving out orders and expecting people to follow then if they don't have respect for you. The best way to earn respect is being a positive role model to others.

It does not matter how well you intellectually present your service or product, if they detect flaws in your character you might as well close up your brief case and go home.

Don't be overbearing when your subordinates are learning a new process. Instead, ask them how they learn best. You might be surprised to find out that some of your subordinates want direct instruction, while others want to take a more trial-and-error approach to learning. Unless there are specific reasons why accommodating them would be problematic, try to allow for both types of learning.

Perhaps, even of a greater reward for being a man or women of integrity is that you will sleep better at night just

knowing you did your best to sincerely help others achieve their dreams. What can be more rewarding, then, to help others reach their goals?

Make a commitment to success. It may sound simplistic, but leadership starts with believing in the company and having a vision for its success. That vision when communicated rubs off on all that work at the company. In this way, your vision of success breeds success among your employees.

If you have children, perhaps, that would be the ultimate reason to permit integrity to lead you. Your children will have someone that they can be proud of and more importantly someone whom they can trust!

47. As a Women Business Owners - You Learn to Do MultiTasking

Multitasking is a natural aspect of business for women business owners, especially those with families.

The fact is if you are a woman business owner, you are most likely already a multitasker of epic proportions. You know how to combine family, childcare and business tasks as a matter of course. Whether it's carpooling, deliveries, and business errands, or phoning clients, babysitters and arranging multiple schedules, you think in terms of multiple areas of impact most of the time.

Never expect that others you are leading are mind readers. You have to give them exacting details on how they need to complete any project you present to them. That way, if staff

members don't understand your instructions, they won't hesitate to come to you and ask for advice.

When your business is in your home you have additional challenges and benefits which your multitasking abilities can make work for you. You can handle household chores and meal preparation in between appointments, phone consultations, or writing that new piece for your monthly newsletter. You routinely make decisions which involve multiple areas of your life more or less simultaneously.

When trying to be a good leader, it is important to listen to what other people have to say. Your opinions or ideas aren't guaranteed to be great just because you're a leader. If you listen to other ideas or opinions, you may find that the people around also may have great ideas that could work well with yours.

Taking that next step of how to apply your natural ability to enhance your business success is not so difficult, but it does require a new focus. You have to start thinking in terms of the various areas of your business the same way you think of the various areas of your life. You have to step back and get a little wider view of things.

You must be able to make decisions as a leader. As the leader, you will probably make the decisions. If the team has a couple different opinions regarding problem solutions, decide on a solution that will benefit everyone instead of a couple people.

The best way to do this is to set aside some quiet time when you will not be disturbed and really take a look at what it is you want your business to accomplish, in what time

frame. Using the backward planning approach works very well.

Make sure that people know that you want the team's success. If you're in a position of power, some may suspect that you only want glory for yourself. That's why it is important to do things that let others know you are on their side, and that your leadership will produce good results for everyone.

Once you have developed your general goals, rework them into specific targets. In other words, take the generalized goal, say of "X number of new clients by X" and develop the set targets you'll need to accomplish to reach that goal.

To be a leader that's good at what they do, you shouldn't give up your morals to compete with others. If you feel like something isn't right, or that your competition is being underhanded, choose another path. You don't need to mimic them if you wish to be as successful as possible. You can keep your ethics while still staying competitive.

A project plan (target list) and work chart can be a very helpful tool for the next process of breaking down each target into the associated tasks required to fulfill each objective. Using these two tools, you can create the work chart for each specific area, and then see how the various targets are related. For instance, a new promotional pack for your business will have various components: brochure, logo, support materials, testimonial letters, perhaps a multi media presentation. Each of these items becomes a block in the project work chart, and completing portions of any one may provide materials for the others.

Conquer your fear. Fear can be a terrible thing for you to experience, especially if you're a leader. Instead, start paying attention to what the fear is telling you. Learn to process it in a way that is healthy and in a way that urges you to move beyond the fear to something more.

Once you have accomplished this you will have a clear picture of all the tasks required for each area of your business. Now the process of checking in on the larger picture as you work each day becomes a simple matter of using these tools to keep you on track.

Make sure that you show genuine appreciation to your employees. Good performance should be acknowledged appropriately. Those leaders that look forward to the future give praise but offer much more. They may offer real rewards like bonuses, raises, promotions, and other tangible tokens of gratitude. This can motivate others to become enthusiastic about work and to stay with your company longer.

Target lists and project work charts are tools often used by engineers as they develop a new piece of equipment, hardware, firmware, or software. First the targets or functions of each piece are defined and then the steps to creating each working component are laid out. By following this method, the relationships between the various targets, or, in this case, components of your business plan, are visible and easily identified.

How you behave will directly effect how your employees conduct themselves in the office. A leader that is hostile and aggressive can expect a combative atmosphere and lack of trust in the workplace. By displaying confidence and remaining calm in tense situations you set an positive

example for your employees to follow.

This avoids getting the cart before the horse, or working on portions of the plan that cannot be implemented without other components also being in place.

A great leadership tactic is to periodically meet with individuals concerning their personal work goals. Try meeting privately, going over goals they may have, as well as your goals for them as part of the team, or workforce. Then, find out if there is any way you can help them to meet these goals. Lastly, be sure to follow through.

The next step is to integrate the project work charts into a daily system of self check as you naturally group your work according to like tasks which can be accomplished in clusters of multitasking events. In this way you can significantly increase your progress and your business will thrive.

You should do a lot more listening than talking. The best listeners often make the best leaders. Listen to the things your employees are saying to you. Listen to complaints as well as accolades. Find out your employees' opinions with regard to your products and customers. You might be a little surprised at the amount you will learn from those who work for you.

Once you have clearly charted targets for the business you can start to apply the multitasking skills you aridly have to what needs to be done to make the targets happen.

Read what others have to say about leadership. Even great

leaders not inspiration themselves. And there's a lot of great books, articles, and web posts out there regarding leadership. Take the time to learn something new everyday, and use what you can in practice. You'll find that it'll strengthen your leadership skills.

The next step to optimizing your multitasking is to ask yourself where you do your best work. What gives you the most energy and creativity? What is the most difficult for you to tackle of the things that require your attention?

Be open with your communication with your team. Good communication is essential for effective teamwork. Make sure your team feels that any questions are welcome by having a helpful attitude. Your team cannot work for you if they are not sure of what you want. Keep an open-door policy for this reason.

A professional counselor, in the midst of changing her business from one based on individual clients to seminars and group events met the challenge of having to think in ways unfamiliar to her by relocating her new event planning activities to her kitchen! She recognized that her most relaxing and enjoyable activity was preparing fresh foods for family and friends. When she moved her event planning to the kitchen, her natural confidence and creativity in that environment enabled her to expand her event planning thinking much more easily than she could in her office.

Listen to people. Listening is a quality that a lot of people no longer value, but remember that there are people in your company or organization who have good ideas. Show that you are willing to hear from others, and they will feel appreciated. That is something a good leader can do.

The food and her pleasure in its preparation, as well as her sense of well being and confidence in this environment gave her the creative energy she needed to expand her thinking and create new and different events for her clients. By providing herself with the support of her naturally creative environment, in this case cooking, she added to her creative power in an area where she had less strength and experience.

Recognize the employees who consistently do a good job. Don't focus on problems or spend too much time trying to strengthen weak employees. When the squeaky wheel always gets the grease, being a weak employee becomes motivation to get more help from the boss. Try to surround yourself with your strongest employees and help them grow.

Often, by breaking up more mundane tasks with those which are more creative or inspiring, it is possible to keep your energy level higher than if you were to attempt to force yourself to do the "boring" task alone.

The difference between a charismatic leader and a self-aggrandizing leader is the former's ability to back up his or her claims. While the charismatic leader does take pride in these accomplishments, the key reason for sharing them is to inspire others. Try to use your past successes and experiences to give others the confidence they need to achieve their own goals.

Learning your own personal rhythm and areas of your own natural creativity and enthusiasm and thinking in ways which allow you to tap into those parts of yourself you can greatly enhance not only the results of your work, but the sense of well being you find in your work.

Consideration is one of the most powerful aspects of effective leadership behavior. This describes the leader's ability to exude friendliness, comfort, warmth, and kindness to other members of the group. This requires only the simplest acts, such as taking time to apprise team members of developments, performing an occasional small favor for another person, and treating others with respect and equality.

Finally, as a multitasker, there is some danger that you can become too diversified and lose the focus and clarity of knowing what is most important in your business and in your life. By implementing target lists and project work charts as a guide to daily actions and updating them as each new target is complete you have a simple and effective system for starting each new day, and for meeting all your business objectives.

If you are interested in being considered for a leadership role, you must act like a leader. Understand what it takes to lead, and use this as a way to become a true leader. Be respectful, dress well and keep your language and manners professional. Even when it seems like there is no hope, go that extra mile. These show that you are ready to be a leader.

The daily action of a quick review of the target list and work chart also provides the added benefit of stimulating new ideas and inspirations to continue enhancing your multitasking skills, keeping your work fresh, interesting and exciting.

The difference between 'getting by' at work and being successful is not solely dependent on technical skills or knowledge. We all know colleagues who have strong 'people skills' and not the strongest technical abilities but who nonetheless possess a distinct position of leverage or influence at work. These individuals are focusing on their strengths and use the power of interpersonal skills and networking to their advantage. You can too!

One should never underestimate the power of influence gained through networking. The expansiveness and quality of one's social and professional networks can significantly enhance career potential. How can one go about building a supportive network? Well, there two practical and simple ways that, when used strategically will yield the results you want to achieve.

Continue to learn new leadership techniques and innovative methods for conducting business. Continuing your education will give you a better understanding of how your younger employees think. A new perspective will help you improve your leadership style while also giving you the tools to be competitive in an ever-changing market.

The first things to do are collect and organize the business cards from the people you meet so that you have their contact information. Obviously collecting cards is just the first step. Find reasons to send contacts an email, call for advice or to give some information related to their interests. Don't do so incessantly, but regularly - once a week or biweekly is appropriate. It generally depends on the significance of your reason to contact them and their past receptiveness. Take the time to research their company website so you can make relevant connections and based on 'inside track' information of what's important to them.

You should take some time every day to examine and evaluate the mood and environment at the workplace. Small groups of team members can assist you with these reflections. This is a great time for people to make suggestions and changes that could really improve the quality of your workplace.

Keep in mind that just as it is sometimes awkward to reconnect with old friends or acquaintances after a period of not seeing one another, the same is true in regards to building a network. The longer you are out of touch with business associates the more difficult it is to reconnect and get 'back in the loop'. To help you make this a consistent priority, be strategic about your contacts - jot down regular reminders in a planner or electronic organizer so that you don't leave your connections to chance.

If you want to be a good business leader, try to treat everything as being your personal fault. This is ultimately about assuming personal responsibility for all that happens in your work. Never blame coworkers or the economy. Understand that at the end of the day, those who created their own fate are the ones eating dinner out at nice restaurants.

Another way to expand and strengthen your network is to invite contacts to an informal gathering or information session that you organize about topics of general or mutual interest. You may facilitate the discussion yourself or bring in a speaker. You could arrange such meetings at a local coffee shop or restaurant - many will set aside a meeting room upon request. On the invitation - whether it be by email, fax or regular mail - outline the proposed agenda and indicate that 'coffee or tea is provided - other menu items are at the cost of participants' - unless of course you are able and willing to cover the entire bill!

This can be a relatively low-cost way of meeting with contacts and sharing ideas.

Use your role as leader to build a unified, strong team. Always make yourself available to your employees. They have issues and questions that need your honest opinion and assistance. Your team will soon be able to do their jobs with little supervision.

This intentional way of meeting your contacts on a regular basis strengthens not only the relationship you have with each of them, but also allows for your contacts to meet one another - an opportunity for which they will be grateful. Such efforts are similar to making an investment that you hope will grow at the opportune time.

Caring for others is the heart of great leadership. A leader should never look down on others or view followers as a tool to be used to get results. A true leader never has to bully others to get results. Genuine concern about the welfare of others leads to trust, the foundation of loyalty.

These two ways of building your network - regularly connecting with contacts and organizing meetings or discussion forums are simple yet effective career-enhancers. Give them a try and get noticed at work!

49. Don't Make This Mistake: How Small Businesses Waste Money

Most business owners subscribe to the thought that you "must

spend money to make money". This can be true, but you also must know exactly where that money is going and the results it brings. A small business owner never has any money to waste.

Some ways that your business might waste money includes the following:

When you're working on leading effectively, you have to keep your morals in mind. Never make a decision you're not comfortable with. If you have an inkling that you will not be happy with the decision you are about to make, stop there. While others may sink to lower levels than you, you don't have to follow their lead.

1. Manage your credit cards - If you have several cards, develop a computer program that will show you the exact balances, due dates, and the interest rate you are paying. Always be aware of other solicitations that save you money and possibly change your balances over to a new company. If you have any employee cards, see if you can set a limit on them. If not with the credit card company, make sure that the employees know their limits. Manage your credit cards wisely and never, ever miss a due date.

You can never be a good leader if you don't respect that others may have different opinions than your own. While it may seem like being a leader is all about bossing people around, you can never be the boss if you have no idea how to respect the feelings of others.

2. Develop an annual plan so you know where you will spend money. This helps you in several ways. The business person will be aware of what portion of the profits are going to

advertising, towards incentives, towards accounting and other internal expenses, etc.

Try adding value to people every single day. Several great leaders will take a minute to sit and think about whether or not they have added value to another person the same day. Leadership can make a difference and break a deal since it;'s what makes organizations grow. It impacts lives. Remember that it's not just an idea that's talked about, but it's an action that you need to live out.

3. Do not over-purchase any products or services for a business. If you buy in bulk, the money is tied up and a place must be provided to keep the extras. That might be an unnecessary expense.

If you are the leader of a business, you should never let your personal opinions get in the way of how you do business. For example, never pass somebody up for a promotion simply because you do not like them. If they deserve to advance, you should set your feelings aside and make it happen.

4. Developing an advertising budget and knowing just what resources to use is key to keeping money under control in a small business. You must advertise, but you also must get value for your money or you will soon be out of business. Keep a record of how much is spent, can you get payment terms, when is the most efficient time to advertise your particular product or service to get the most value for the dollar. Every dollar must be accounted for in advertising because the lifeline of your business depends on new and paying customers. Advertising is the way to get the word out to the community or the Internet.

Effective leaders use mistakes as opportunities to learn and teach. Talking about what happened and where things went wrong can be valuable information for the other members of the team, and they can brainstorm ways to prevent it from happening again.

5. A small business owner will sometimes be under self-induced stress to manage all aspects of the business. Sometimes, leaving the control and decisions to others that are qualified is the best way to manage the business. Releasing control may be hard to do sometimes, but in a lot of businesses, money can be wasted because the owner cannot possibly be as efficient as the person who has studied or is knowledgeable about a particular field. For instance, if a business owner does not know accounting, many mistakes in reporting income and taxes can be made. A qualified accountant can possibly save more than the cost of their services in reduced taxes.

Leadership is not about being a lone-wolf. Many people will help to enhance the group. Allow each group member to express their perspective and make important decisions together. Your focus as leader should be on the job of leading.

Take a hard look around your business and do not let anything be set in stone if saving money is the goal. Challenge everything that will cost money and see what can be done to change the situation. Any money that is saved is money that can be put back into the business either in profits or in growth.

Making good decisions is important to being a strong leader. When a question or problem is right in front of you, evaluate all of your options before deciding on the best course of

action. Seemingly small decisions could affect your company for years to come. You can accept suggestions and delegate responsibility but make the final choice yourself.

A business owner wants their business to be successful and will work hard to sustain growth. A business owner wants a way to continue making and growing money from a product or service that is interesting to them. After growing a business and being smart with cash flow, many business owners will sell their businesses only to start another business.

Remain focused, consistent and humble when working with others. Staying focused on your vision helps keep your motivation high. Be consistent in your actions and in your words, especially when dealing with employees. Consistency will earn you respect because everyone will know what is expected of them. Being humble makes you more approachable and opens the lines of communication with your employees.

The reason is that business owners are independent types and challenges are rewarding when met and faced. Saving money through every day operations will help the business owner to meet their financial and emotional goals.

50. I Don't Have Time to Start A Business Fulltime Entrepreneur - Do It Parttime

Today's economy is characterized by is a lot of insecurity in the workplace. People are becoming aware of the fact that job security is now really a thing of the past. Some have replaced job security with the idea of employment security.

Employment security is a concept that states that if you concern yourself with being a valuable person and employee, someone that is of value to an employer, you may not be guaranteed to keep your job but you will most certainly be able to get another one. To a large extent this will probably hold up in many situations. However it still assumes an employer - employee relationship.

The original relationship between the employer and the employee will probably be around for a long time. However in the future it will not be as commonplace as it is today. People who used to work in a single department in a single function for most of their professional lives are now getting used to working more on a project by project basis. In most situations they are still on the same company's payroll, however this is already starting to change.

Use a mentor. Find someone whose leadership skills you trust, and model your behavior after theirs. Watch them for a while, and get an idea of how they lead and what makes them a good leader. You don't want to mimic them completely, but find what works about their style and incorporate it into a style that works for you.

Many employers are starting to outsource some of the work that was traditionally performed by employees to freelancers and small businesses. The disadvantages of having people on the payroll are starting to weigh in on their hiring decisions. With today's high speed of technological change the necessary expertise to perform certain functions can literally change from year to year. In some areas it's even more extreme. In many of these cases it's simply easier and cheaper to hire different people on a limited time basis instead of continuously having one employee trying to keep up with all the different tricks of the trade.

If you're trying to make a decision, you should try to get input from your team. Your team may be able to help you find a great solution, or they could help you see if you're making a bad choice. A good leader should be interested in the opinions of others.

This trend will have far reaching consequences for today's workforce. Even the more experienced employees will have to stay sharp. They can't sit on their laurels anymore because they will continuously have to prove their worth in new situations, more now than ever before.

As a leader, you need to create a joyful atmosphere. Nobody wants to work in a place that is full of negativity. You must work to discover the possibilities in every situation and try to enjoy yourself every day. Remain positive and help others remain positive. Know that you can create something wonderful with your team.

Some consider this a huge threat to their career. The truth is, they probably should. Then again, some seem to be adapting to this phenomenon by looking at the opportunity that this brings them. More and more people today are starting their own part time businesses. Many do this while still working on their day job, either full- or part time. Scott Adams, author of the famous Dilbert comic, identifies this trend in his book "The Dilbert Future". He claims this trend will become more prevalent in the years to come. Many of these newborn entrepreneurs start businesses that perform a function that was formerly performed by an employee. Sometimes people even come back to their original employer who has now become their customer.

Don't rely on email to manage your team. Overreliance on

email makes you seem like a distant emperor who hands down edicts from on high. You will not only build resentment among your team, but also miss out on the chance to build relationships that will improve productivity in the long run.

Everybody knows running your own business can make you more money. There are a number of reasons for this. Of course you are probably more motivated and more results oriented than you would be working for someone else. You can also control your overhead better. Larger companies are not as efficient as they should be in many areas. Company policy sometimes drives up operating costs significantly. Certain companies hand out cell phones and laptops to all employees without taking proper notice of the need for such items. Also employees are less aware of many costs and business expenses. The bottom line is simply not a priority for them. If they had to pay for everything out of their own pocket this would probably be very different. The fact is: when you are in you're own business you have to keep a very close eye on your bottom line or you'll probably be out of business in no time.

Don't do things in the workplace that people may see as deceitful or devious. Never fail to live up to your promises. If your claim is that your business has the best service for a particular category, then you need to communicate this to your employees so they know how best to give the best service.

This raises questions for many people who currently hold a job as well as the people they work for. Which functions will continue to be performed by employees and which jobs will be outsourced? It would be hard if not impossible to make an easy distinction at this point. Some companies may choose to retain employees for the same jobs that are outsourced by other companies. Each may have their reasons

and who's to say what's right. It will depend on many different factors like: the importance of the job for that particular business, the ability to attract the right people and the company's culture. Nobody could accurately predict what the situation will be ten to fifteen years from today.

Being a great leader is not all about paying too much attention to every move that people make. It is about showing people the best way to do things and allowing them to show you that they are capable. You have to provide encouragement and reinforcements to help them do their best.

One thing is for sure though: for many of us it will be vastly different than our current situation. The question is: Are you ready for it?

Free Government Grants Program: (USA)

Go to: <http://tinyurl.com/mckt3ca>

Good Luck In Your New or Existing Business.

Thank You,

Terry Clark

