

Business Focus - 2021 #12

Supporting You and Your Business



Thank you

Thank you for taking the time to read my newsletter

- **If there is a topic that you would like covered in more detail, then please do let me know?**

The feedback is always so well received and I thank everyone for the kind messages of support

It is great to see that the newsletter continues to provide so many of you with business hints, tips, support and much more.

Also, a huge thank you to so many of you that continue to attend the business growth and support workshops/webinars that I run - you can register for FREE <https://actioncoach.co.uk/coaches/karl-morris/events/>

Please do **share** this newsletter

Regards

Karl

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This issue, we will be discussing:

1. **AWARDS:** Local business owner enters for award at BIZX Global Conference 2021
2. **LUCK:** Are You feeling Lucky?
3. **RESULTS:** April 2021 - Planning your best ever Q2 performance - GrowthCLUB
4. **SALES:** 2 Important words within Sales
5. **GROWTH:** FREE Business Growth workshop in collaboration with the HR Dept

BizX 2021 - Business Excellence Forum and Awards



Alex Cockx of Hale Karate Club enters BIZX 'Young Entrepreneur of the Year' award

Great news to see a client and local business owner enter such a prestigious award category, at what has fast become, the business event to look forward to in 2021

Alex Cockx of Hale Karate Club, has entered the category of Young Entrepreneur of the Year - I am sure you will join me in wishing him every success

14 incredible speakers will share their know-how with you at the biggest and best business event of the year:

[Click here to view the line up and get your tickets!](#)



Are you feeling Lucky?

It is interesting to ask yourself a question - **is success a product of luck, chance and out of your control?**

Or, is it the **product of hard work?**



Surprisingly, many successful people do consider themselves lucky, but that luck is driven by their actions and their self-development.

"The harder you work, the luckier you get" – Gary Player

Luck and hard work are connected in many ways. When a person adds to their skill set by practice, active learning, and dedication, they can then be prepared to take advantage of any unexpected opportunities, which could be described as luck.

Successful people often are on the move and their self-development is a focus to ensure they are adding to their toolkit.

More than luck, taking a closer look at behaviours and tendencies in successful individual include specific traits. They exhibit persistence, resiliency, courage and perseverance which may be a better predictor of success.

A clear purpose and a drive to transform their lives makes people successful. The ability to be energised by a failure instead of being defeated by a setback keeps these 'successful' people open to possibilities.

That's when luck may strike.

Consider the following traits and how well you embrace them:

- Drive

- Passion
- Integrity
- Self-Reliance
- Optimism
- Discipline & Will Power
- Connection
- Communication

Sitting back and waiting for luck to strike is a strategy, however not one that most successful people rely on.

So, celebrate luck and consider making your own chances to succeed by working hard, reaping the benefit it brings and creating your own luck.

That pot of gold is at the end of the rainbow, but you must find the rainbow and be willing to get to the pot of gold by focus, continue learning and demonstrate passion.

"Diligence is the mother of good luck" – Benjamin Franklin

April 2021: GrowthCLUB really delivers value...

If you are serious about your Q2 performance and how GrowthCLUB can help your focus and results, as it did for those attendees from January (below), then contact me direct karlmorris@actioncoach.com to reserve your place



"The GrowthCLUB that Karl delivered, allowed all of us to outline OUR idea of success, OUR ideal journey for the business and OUR goals for the next 1,5 and 10 years. But one of the most important things, I think, was the structure around our own personal life goals and how the business and these same methods were going to help us achieve them"

"Karl delivered an insightful and personal workshop. This wasn't a one size fits all, we looked at the overarching theories and practices with how we were all going to apply them to our vision and success"

"I can truthfully say that over the last 24 hours I have written out my goals, stuck them on the wall where I can see them every day and have never had a more visual and accountable level of focus for my business"

"The session was very beneficial and has provided the focus and prioritisation needed to move the needle within the business, whilst removing the noise which can distract us from the daily habits which will make me and the business successful in Q1/2021. I would highly recommend it for any of your existing or new clients."

"Thanks for the session - it was a real focus for the next 90 days and having to physically participate in the session (thinking about goals, writing them down and starting to complete my plan) was really helpful."

"Meeting with other business owners and sharing ideas is also great for a sanity check as when you are a single operation business- working by yourself can be hard"



2 Important words within Sales

At a recent workshop with Jeffrey Gitomer, author, professional speaker, and business trainer, who wrote the best-selling book – “Little Red Book of Selling”, apart from being a hugely entertaining and educational experience, it really got me thinking about selling and how we position ourselves against our competitors.

Also, what is the market looking for now and in the near future?

What are the expectations of the modern buyer?

He mentioned going forward that 2 words will become hugely influential within the world of sales

Those words:

- **Virtual**
- **Video**

He talked of the challenge that all businesses will face – whether selling a product or service.

With regards to how you currently market your business, product, service - how would you score out of 10 on the following questions:

1. **Your current virtual offering?**
2. **Your current video offering?**
3. **Your current social media activity?**
4. **Your online reputation?**

Time perhaps to upgrade your video and virtual offering and integrate this into your current and future marketing strategies?

What could you carry out and upgrade to a virtual or video offering?



Are you a business owner or working within a business as a manager or senior team member.

"You'll get chance to offer your real-world scenarios that match the meeting's topic, for example in a finance meeting I got a really great way of taking the stress out of invoicing and another member found a 'relationship saver' when it came to billing her clients.

I would be surprised if you attended a meeting and didn't get at least three tasks to implement straight away that would improve your business. are you currently doing with regard to your own self development?"

(Chris B, BusinessCLUB client)

Would you like to meet **like minded people** and share best practice and have the opportunity to grow and develop?

Run virtually on a twice monthly basis and aimed at starting the coaching process, you will benefit from:

- **developing your business knowledge and education**
- **getting access to best practice**
- **understanding how coaching can transform you and your business**
- **developing personally**
- **growing your business**
- **meeting other like minded business people**
- **receiving coaching to grow and develop your business**

How to create more **TIME**, more **MONEY** and perhaps even build a **TEAM**.

If not for you personally, it might be ideal for a team member, looking to grow their business skills and knowledge base within an informal and comfortable environment.

If you would you like to come along as my **personal guest** - karlmorris@actioncoach.com



What strategies do you have in place for Business Growth?

Your chance to join us again for the successful and hugely informative 'How to Grow Your Business' 2021 workshop series, with a **Business Growth Coach** and an **HR** expert who will outline in this first webinar how you can **Improve your Business Performance** and have a more engaged & productive team.

"The session was very beneficial and has provided the focus and prioritisation needed to move the needle within the business, whilst removing the noise which can distract us from the daily habits which

will make me and the business successful. I would highly recommend it for any of your existing or new clients."

This short collaborative online workshop with ActionCOACH and HR Dept (Trafford & Warrington) will aim to help you better understand:

- **which strategies work** and where to best place your energy and investment, for the maximum returns when either retaining existing or finding new customers
- how to **enhance the engagement and commitment of your employees** and what you can do where employees are not engaged or productive

What strategies do you currently have for **generating business**?

Which one is **working the best** and generating the greatest return?

Would you like to **generate more business**?

Understanding and creating **business strategies** is a key factor for many business owners. Gaining buy in from the team is also hugely important.

This short workshop in collaboration with the **HR Dept.** will look to help you better understand which strategies work and where to best place your energy and investment for the maximum returns when either retaining existing or finding new customers

Reserve your FREE place now - <https://actioncoach.co.uk/coaches/karl-morris/events/generating-business-workshop/#>