

A man with a short haircut, wearing a grey suit jacket, a dark blue shirt, and a red tie. He is also wearing large, dark sunglasses. He is looking directly at the camera with a slight smile. The background is a textured, grey wall.

# FOCUS ON BUSINESS TRAINING SERIES

succeed beyond your wildest dreams report  
succeed beyond your wildest dreams checklist

## CHECKLIST

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## **Succeeding Beyond Your Wildest Dreams Checklist**

In order to succeed in all areas of business, it's important to integrate focus into all aspects of your business plans and dealings. Use this handy checklist to ensure you are staying on track to success.

### **Creating Focus**

In order to be successful, you must first have focus. When creating focus, always remember to:

- Stay true to your voice.
- Know everything possible about your target audience
- Stay true to and dedicate your efforts to your niche.
- Don't be afraid to try new things to see what works and what doesn't.
- Expand on what works and dump the rest.
- Don't go it alone. Ask for help.
- Delegate more to your existing staff.
- Outsource things that take up too much of your time and effort.
- Say no.

### **Staying Focused**

Once you've created focus, you have to maintain it.

- Create a business plan and stick to it.
- Choose a niche and work it thoroughly. Success takes time & dedication.
- Ignore new trends and niches unless they can be applied to your existing business.
- Get inside their minds of your target market. The more you know, the more you will attract your ideal paying customers.
- Research the competition to see what is missing that you can offer.
- Know what sets you apart from the competition and market the heck out of it.
- Understand your strengths and weaknesses and outsource the items on your weak list.
- Always keep the customers' needs and concerns in the forefront. Survey or ask them what they need and want.
- Keep up with what's trending within your niche but don't jump into it too soon; make sure it helps you continue on your business plan path.

- Set a schedule and stick to it. Find your optimal work time and let that be the beginning of your schedule.
- Teach your family to respect your work hours. Even though you may be working from home, it's still work.
- If home is too distracting; go to a coffee shop/internet café or bookstore and get things done. Don't make excuses, make time.
- When you are stuck, ask for help, hire assistance, and ask questions.
- Minimize distractions – shut down your emails, turn off notifications, let calls go to voice mail.
- Reward yourself as you progress along your path to success.
- Chunk your time – create small time slots for projects.
- Create your goals and visions and break them down and then break them down again; small goals are more attainable.
- Get enough sleep, exercise, and food.
- Think positive. When you think positively, your focus will follow.
- Don't allow setbacks, failure and other bumps in the road stop you. Accept them. Use them as learning blocks and keep pushing forward.
- Take breaks often.

## **Get Back On Track**

Sometimes you lose focus but you can get back on track.

- When something falls by the wayside, does it matter? Is it really important or can it be eliminated? Ask yourself if it's something you can outsource, is it something you can set aside and come back to later?
- When your focus is off, determine why it's happening. Are you burned out? Is a staff member falling down on the job? Are you bringing personal issues to work with you? How can you best take care of this so you can refocus?
- List the top 3 strategies that work to get yourself back on track. Can you take a nap or a walk to get fresh air? Do you need to call a team meeting or brainstorm session?
- When clarity and focus just won't come, walk away.
- Give yourself time to dream and to daydream put your vision board on your refrigerator so you can see it every day.