### **How to make your business become more successful**

### **You started a business and now you are seeing the good results of your time, energy and money. Great job! You know that you can’t stay in the same exact level of success where you are, right at this moment, two or three years from this day. You need to get up another step higher until you reach the stage where failing is no longer in your vocabulary. You have made your way to your first step to success. Sure, you now have satisfied and happy customers that keep coming back who are willing to pay for your products and services. But, you know you can’t stop yet. You need to meet more new clients, create more loyal customers, be a lot more successful. Here are few easy strategies on how to make your business become more successful.**

### **Start scaling your business. Understand where your customers are coming from. It is not enough that you know the location where your existing customers came from, but you need to be interested on how they actually found out about you – your business. You can think of a simple strategy on how you can get the answer to a short question of “How did you hear about us?” With this, you can get insight on what is the best medium for you to market your business. You will find out whether it was word of mouth from friends and family, email, search engine, ads, trade show, print ads or social media. You would then know which platform is most effective for your business and you can start focusing on it in terms of marketing.**

### **Build a great relationship with your target market. People buy things from the people they know and trust. Engage with your customers – old, new and, prospects even. Build relationship with them. Answer their questions, relate to their situation, show interest on them and most importantly, be honest with them. Honesty is a good reputation for business. Strategies you can apply to reach out and engage to your market are events, forums, social networks and sometimes emails.**

### **Let your competitors become your teacher. Study your competition. Check out their webpage, social media, ads and see how they market themselves. Know their price, marketing strategy, and check out for reviews. Reading reviews will surely get you somewhere in running your business. You will know who their market is and what their market is looking for. NEVER COPY THEIR STYLE, MAKE A BETTER VERSION INSTEAD.**

### **Manage your cash. Managing cash is the mainstream of every business but it is one of the most difficult tasks to deal with. Conservative entrepreneurs make the best business because they only spend on things that they think would grow revenue. Pre-sell, negotiate, and collect are the three words you need to remember when you are in the process of checking your money for your business.**

### **Strive to be better. Any business that wants to succeed, aim for continuous improvement. Ask for feedback. You can use this strategy on your website, social network sites, email or phone. Let your customers know that you are willing to improve and turn wrong into right. It is worth knowing that negative feedback is better than no feedback at all. Did you know that any type of feedback can help your business to be recognized by customers? Yes, negative or positive feedback can help you reach your target market. That’s why, it is a must to read and take in consideration your customer’s feedback because new customers will soon be seeking for your services and buying your goods. When that time happens, be prepared with your new and improved product and services for a new and improved feedback about your business as well.**

### ***Best of luck and more power to your business.***