

Risk Opening the Door to Business Success

By Faith Monson

Business success involves risk. Most entrepreneurs know this when they launch their companies, but as time goes on, it becomes harder and harder to take new risks. We get comfortable. We're afraid of rocking the boat. Doubt creeps in. Dreams die.

Success is a way of life—and that involves taking risks. Don't let fear or anxiety keep you from trying new things or considering new approaches. Technology, business models and target markets change over time. Your business also needs to change or you risk being left behind. Fear tells you that it's risky to move, but the truth is, you risk being run over when you're standing still.

I find that companies are especially fearful to take risks when it comes to marketing. Even if their old ways of marketing aren't working or aren't getting the results they want, many business owners are afraid to try something new. Afraid of the cost, afraid of the possibility of failure, afraid of being too bold. Fear costs them the opportunity to get ahead of the competition.

Trying something new is always risky. Waiting until the idea becomes tried and true reduces the risk—and the benefit. Good marketing uses research and solid experience to develop fresh ways to promote your company while reducing risk as much as possible.

Did you ever realize that your marketing reduces fear for your prospects and clients? By promoting the solution you provide, you reduce your prospects' fear that they won't find what they need. Whether their problem is replacing a computer system that doesn't work, redesigning their home or finding the perfect gift for a special person, the problem is important to your prospect. There is risk for them if they choose a poor solution. If you don't market your company, your prospect may never know that you provide the best approach to solve their problem.

Here are three ways to gain courage for making a marketing change:

Tip #1: Visualize the tangible outcome. You're more likely to find the courage to try something new or take a risk if you have a complete mental picture of how significant the outcome will be. The more detailed your visualization, the more real it will be in your mind and the more motivated you'll be to take the necessary risk to make it happen.

Tip #2: Make a plan. New things become less frightening when you have made a plan to approach them. Gather information, break a big task into small steps, and create a plan to walk through your risk step by step.

Tip #3: Hire a guide. Doing something new is much less frightening—and less risky—when you don't go it alone. If the idea of starting a new marketing campaign gives you the willies, get expert help from someone who shares your dreams. Your best guide will share your commitment to getting tangible outcomes from your marketing program and will help you create a plan to reduce risk and optimize results.

By applying these three tips, you'll find the courage to commit to freshening your marketing with a new outlook and new activities. Make a plan, take a risk, and find out how great it feels to see your marketing plans come to life!

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