



Why Most Business Women Struggle In Business...And How To Make Sure You Are Not One Of Them!



Discover the 5 critical factors you need to turn your business into a successful profit making machine!

By Alison Basson

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Hi, Alison Basson here.

I recently asked THOUSANDS of business women about their businesses, and over the years I have come across thousands more. Let me tell you I keep coming across the same things - and most of it is NOT good.

Even though the comments are slightly different, they all come back to the same thing – what to do next to build a successful business?

If you are like most women in business you are probably approaching your business in the wrong way - struggling and wasting time trying to work out what to do. You ask what to do next to build a successful business, what is the best way to market your business without spending a fortune or get more traffic to your website, convert more customers, get more time and learning to cope with juggling everything at once.

Well you are not alone, and these are real issues that people face when running their own business, but believe me when I say this: if you want to create a successful business there are much larger problems to resolve first.

You see most people lack the basic understanding of how successful businesses are built. This is why so many people fail in business, but **it isn't your fault**. Why? Because you are not told the correct process you need to follow to create a successful business. This is a shame as your dreams could be slipping through your fingers.

You can't be expected to know everything, and yet when you go into business you expect exactly that from yourself. Nevertheless, what this is doing is losing you business and wasting your time and money.

Every day more and more women start a business, but with one in every two businesses failing within the first two years, and only 2-3% of entrepreneurs truly succeeding in business, it is imperative that you ensure your business is working so well it will make competitors think twice about competing with you.

You have two choices: you can take action, read through this information and implement the solutions I am able to give you, or you can do nothing. You need to ask yourself whether you are going to be within that 2-3% who are truly successful.

So, before I go into how to market your business or drive more traffic to your website, we need to look at a few things first so you can be on your way to building a better business.

Ok, so let's get started...

So before you drown in the amount of tasks you need to do, look at what you are currently doing and decide if it is working for you.

If you are serious about your business then you need to take action today, so here are a couple of things that can help.

My challenge to you:

Write down everything you do and see what your business model looks like.

Work out which tasks you do need to do to make money – don't say all of them because that just isn't true. If you are making a half-hearted attempt to do blogging, Pay per click (PPC), e-newsletters and article marketing stop doing them all and work out which one will generate you the most money. We will be talking more about this and how to pick the right strategies for your business later.

Stop searching for new things to do – don't you think you already have enough to do?

Stop trying to find that magic bullet, because there isn't one. Rome wasn't built in a day, and neither will your business.

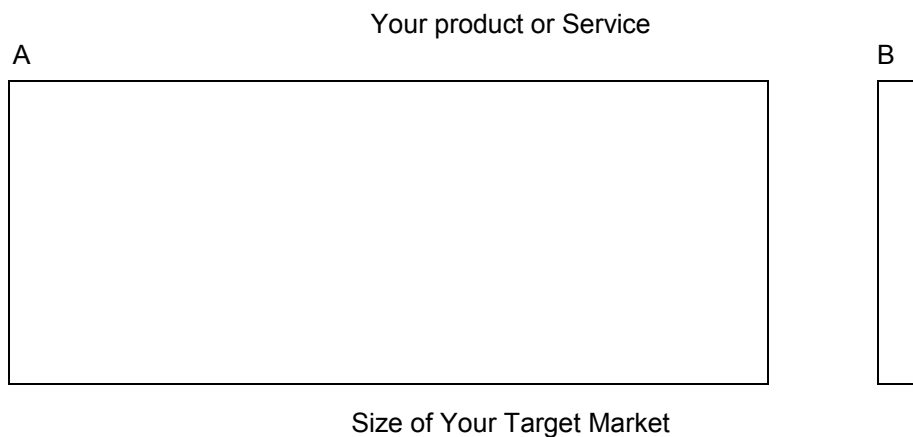
Problem 2: Catering to everyone

This is one of our traits as women. We want to please everyone - and definitely do not want to disappoint anyone - but what actually happens is you end up spreading yourself too thin. Are you already over committed with family, social and business tasks?

When it comes to business, this trait isn't a good thing. It is much harder to market to everyone than it is to market to a select group, yet I see it all the time. People who have three or four different aspects to their business, even different businesses, and none of them are really performing very well.

Don't get me wrong, there are ways you can do this very successfully, but what normally happens is if you aren't getting the results you want, instead of trying to fix it you add something else into the equation and try that instead.

Which model do you think is the best? The top represents your product or service and the bottom is the size of your target market.



Business A has several aspects - a promotions section, a PR section, a graphic design section, an accounting section and the owner is targeting every business.

Business B has one product – the owner is a PR (Public Relations) consultant for micro/small business women who run their own business and are in the fashion industry.

Which one do you think will have the most success? Business B because it has a very specific market, plus the owner will save a fortune on marketing her business.

Most people will try to do A. The target markets are too broad; they go an inch deep and a mile wide, when instead they should be an inch wide and a mile deep. Section a target market and focus on that market.

My challenge to you:

Look at your target market and make sure it is an inch wide and a mile deep. If it isn't look at which customers make you the most amount of money and see how you can focus on them.

Remember if you don't know who you are targeting, how are you going to market to them?

Don't just start something else because what you are doing isn't working. Look at what is happening now - if something isn't working for you in your business, don't be afraid to make changes even if you disappoint a few of your existing customers.

Problem 3: Plan, what plan?

Most people don't have a plan, mainly because they are not sure how to go about doing one that doesn't take up a week of their time and involve using a tree to print it. The other reason people don't have a plan is that they are so busy being reactive they have no clear strategy and vision of what they want.

If you don't have a strategy and a clear, detailed plan, how are you going to achieve what you want for your business? This is why most people hop from one approach to another, never really getting anywhere. They have nothing to stick to.

So do you have a strategy and a plan? And I mean a proper one, not just an old business plan or a vision in your head or on a scrap of paper.

For example, you need more sales coming into your business urgently, so you start off by putting an advert in a newsletter. That brings you a few people but not enough. You don't want to wait around to see what happens next month so you start a blog as you have heard people say they are a great way of getting traffic.

And then you decide to start article marketing as that is supposed to be another good way of driving traffic. You write a few articles and submit them to a couple of article directories.

But that still isn't bringing in the traffic quickly enough, so you decide to try your hand at social networking. You set up an account, make a couple of friends and you get a few bites, but because you are so busy with everything else you don't get much time to spend on it.

Are you getting the picture?

As you don't really have a plan except having your fingers crossed (which by the way isn't really a plan) you end up trying too many different things. With not enough time to devote to them, guess what, you end up doing none of them well and, therefore, nothing really works for you.

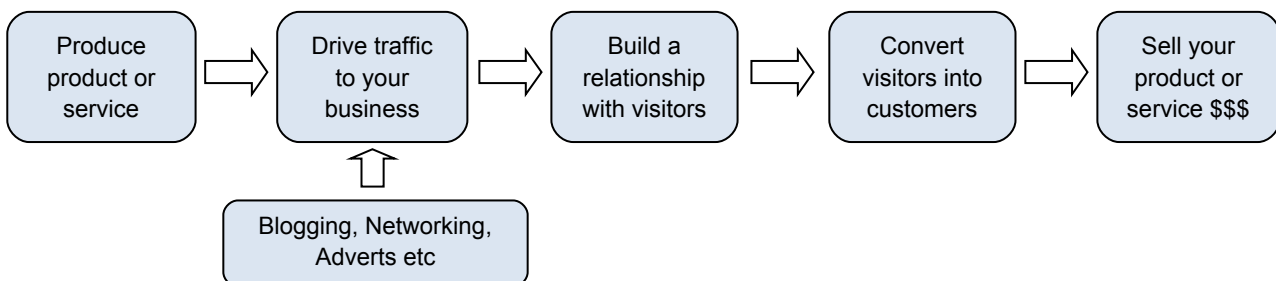
So the circle continues and you keep looking for the next thing to try. All the time, though, your goals are slipping further and further away from you.

Ok, so how do you stop this and create a plan that works? The problem with this situation is we are told to do traditional business or marketing plans. So you write a plan, but find it is so impractical you never use again.

My challenge to you:

The first thing is to stop doing it the traditional way and start doing it the smart way. Edward Deming, the father of the Japanese post-war industrial revival said, "If you can't describe what you are doing as a process, you don't know what you're doing."

You need to bring back the Keep It Simple approach. A one page document mapping out your business and containing some key information will help you to keep it simple, make things seem clearer and help you to stay on track. For example, if you were looking at the process for selling your products, it may look like this:



This is very simple and you will need to include a bit more detail like how often you would use the different traffic methods and how you are going to build a relationship with your visitors plus some targets but hopefully you get the idea. You can then print it out and follow it. I need to point out every business is different, so you need to find the approach that will work for you. We will be giving you more information about this in the VIP area of Business Women Unite.

Problem 4: Being superwoman

As women we pride ourselves on being able to multi-task. We do it so much better than the men – just ask a man to do two things at once and you will know what I mean, but we answer the phone, whilst typing an email and thinking about what to have for dinner.

BUT and this is a big BUT, did you know that by multi-tasking you are hurting your business - big time?

Why? Because things either take longer to complete or never get completed at all when you try to do too many things at once. Plus, it takes longer to get back into the swing of things when you swap from one thing to another.

How many unfinished projects or tasks do you currently still have to complete? One, two or is it more like 10 or 20?

Are these unfinished tasks making you money? No I am afraid they aren't.

Say for example you have decided to write a free ebook to put up on your website, but you also need to drive traffic to your website. So say each task will take you one month each, if you do them one at a time

What happens if you try and do both tasks at once? It would probably take you three or four months to complete them, and all the time not one of them is working for you.

If you had finished the free ebook in the first month, you would already have it on your website capturing visitor's details, which means your conversion will go up (more people for your database).

Then in the second month you start driving traffic to your website and because you already have your free ebook in place, you are capturing visitor's details. This means you are not wasting your time or money from a lost opportunity (even more people for your database).

I know I used to waste so much of my day jumping from one task to another.

The thing is, most people are not productive throughout their day. They get a lot done but don't really achieve anything that will have a financial impact on their business.

Now this doesn't just apply to business, it also applies in your personal life, which does have an impact on your business life. Remember if you are juggling several businesses this will seriously hurt your success.

My challenge to you:

So what can you do? I know being a woman how hard this might be for you.

Do one thing at a time.

Work out how productive you truly are per day. How much time do you spend on activities that will help you to make more money? Be honest here, but I guarantee you will be lucky if the money-making activity is more than 30 minutes per day.

Say you have decided to drive traffic today. Instead of having it on the list with everything else and trying to fit it in your day, why not try this instead?

Get yourself a cooking clock and set it for 60 minutes. Now, for that hour you are going to work on driving traffic. Don't do anything else except that. No going to the toilet, getting a drink, checking emails, putting the washing out; nothing except driving traffic. After the hour give yourself a break. Chances are, if you had done it like above it would have taken you all day, or, even worse, it wouldn't have been done at all.

Remember, your aim is to focus on more income-producing activities

Problem 5: The way you view your business

Everyone is in business to make money; if you are not then you shouldn't be in business. But to make money you need to get customers to purchase your product. Easy right? Well not for most businesses.

Here's the thing - there are millions and millions of potential customers out there all waiting to spend their money (even in this economy), but the problem is businesses are not telling customers why they should spend with them. Instead businesses expect customers will just purchase.

Most business owners are in the mindset that they just selling a product or service. What they don't realise is they need to provide an experience for potential customers. Make customers want your product, instead of just sitting there and hoping they will buy from you.

Most businesses don't provide a product we need to have to survive, like food, but you need to sell your product as if it was. Give potential customers an unforgettable experience; one that means they will purchase time and time again.

It is estimated that 67% of your customers leave because of indifference – you are not giving them a reason to stay. And did you know it costs five times as much to get new customers as it does to keep the existing ones? Therefore, reason shows us that we need to concentrate on our current customers a bit more. Instead, businesses start adding more products or services to the equation if they aren't getting the response from one thing, and end up working harder and harder.

So why do most businesses do this? There are two main reasons. Business women are very attached to their business; it is their baby. You have created it, developed it and nurtured it and you are very protective of your business. I understand how hard that can be. The problem is that customers don't see your business like this; they don't care about how much work you have put into it. I hate to be the one to tell you this, but the sooner you start seeing your business as a business and not as your baby, the quicker you will start making more money.

The other reason is that you don't know what your customers want and so you are trying to guess at what the solution will be. Do you really know what your customers want? Are you really solving a problem or are you just selling something YOU think people want.

My challenge to you:

Look at your business and see if you are actually solving a problem, or just selling a product or service you think people will want. It should be all about the customer, not you.

Find out what your customers want – survey them, send an email and ask them, i.e. you could do an online survey, in-store survey, asking for their feedback when they place an order or when the order is delivered. Talk to your customers. Believe me, it will be an eye opener.

Try to remove your emotional attachment to your business. Start seeing it as a business that makes you money and gives you the lifestyle you want.

Think about how you can create an unforgettable experience for your customers, i.e. what about giving away some free content, including free gift wrapping or a gift card with every order, sending them a birthday voucher or as Christmas is coming what about a personalised card. The sky is the limit; think about what would work for you.

Remember it isn't how hard you work; it is how smart you work.

Conclusion

You are probably starting to understand why you are not achieving your monetary dreams. If your business isn't set up properly and you are not working properly, then you won't.

Now this is either sending shock waves down your spine and making you laugh as you recognise yourself, or you are already successful and living your dream. If it isn't the latter then you need to take action. Believe me it was a shock to me when I discovered this a few years ago, and I really didn't want to hear it from someone else. But I promise you are better to take action now and make changes, than to waste years trying to figure it out and do it alone.

Here is a summary of changes you can be making in your business today so you are ready to build your business and make some money.

- Write down everything you do and see what your business model looks like.
- Stop searching for new things to do.
- Stop searching for that magic bullet, because there isn't one.
- Work out which tasks you need to do to make money.
- Start setting up systems so when the time is ready you can outsource tasks.
- Start finishing tasks off. Do one thing at a time.
- Do a one page document mapping out your business and containing some key information.
- Stop making more work for yourself.
- Start thinking as an entrepreneur.
- Find out what your customers want.
- If something isn't working for you in your business, don't be afraid to make changes.
- Remember your aim is to focus on income-producing activities.
- Start seeing your business as a business that makes you money and gives you the lifestyle you want.
- Remember it isn't how hard you work; it is how smart you work.

A word of caution, don't try and make all these changes at once, but do look at what you are doing and how you can improve it.

I know it can be a bit overwhelming knowing what to do next. A great way to start would be to connect and chat to other women in business real time on Business Women Unite. We also have strategies and advice to help you through this transition at BusinessSuccessClub.com, along with strategies for marketing your business, driving traffic to your website, converting more customers, learning to cope with juggling everything at once and knowing what to do next to build a successful business.

Wishing you success

Alison

P.S. I realise you will have some questions once you have read this report. I want to help answer these questions for you, so go to our blog at <http://businesswomenunite.net/blogs/2008/10/why-most-business-women-struggle-in-business> and ask what you really need to know to be a successful business woman.

P.S.S If you have not yet joined Business Women Unite, get your free membership at <http://www.businesswomenunite.net> where you can also get expert advice on how to increase your sales and profits and discover proven, easy-to-apply strategy that women just like YOU are using every day to grow profitable businesses and have a better lifestyle - **all for FREE!**

Recommended Resources

"The 5 Steps You MUST Follow To Generate Sales On Complete Autopilot Every Month" Free Report

Get your free report on the 5 steps you MUST follow to have your business generating sales on complete autopilot every month.

In this free report, you'll discover how making some simple changes to your business will generate you money on autopilot and leave you free to do whatever you want! This is the process that I use every day in my businesses...

So, head on over to <http://www.business-successclub.com/5stepprofitsystem> today and see for yourself. I guarantee you will be glad you did.

Traffic Essentials Free Video Course

Are you struggling to get free visitors to your website and frustrated trying to find strategies that actually work – if this is you then listen up? Let us walk you through, step by step, our successful formula for attracting targeted visitors to your website.

If you're ready to attract more visitors and create a successful business, then go to <http://www.business-successclub.com/trafficcourse/free> to find out more.

Business Women Unite - Free Membership

If you have not yet joined Business Women Unite, get your free membership at <http://www.businesswomenunite.net> where you can also get expert advice on how to increase your sales and profits and discover proven, easy-to-apply strategy that women just like YOU are using every day to grow profitable businesses and have a better lifestyle - **all for FREE!** Join thousands of other business women today who want to connect, share, network and make money.

Other Resources

Get Response - Email Marketing and Autoresponder Software

Get response is an email marketing system that allows you to create newsletters and email mailings in HTML and plain text. I use and recommend GetResponse. [Click here to check it out](#)

Paypal

Offering credit card facilities to your customer can improve your sales. If people can order and pay immediately they have less time to think about it and change their minds (which often happens) - you can turn a maybe into a definite. Also in this day and age most people use credit cards.

The easiest option to start off with is to get yourself a PAYPAL account which will allow you to take credit card or paypal payments through your website from anywhere in the world. All payments are processed on my behalf so all I have to concentrate on is fulfilling the order instead of collecting the money. You have to pay a commission but only when a sale is made. **Click here www.paypal.com for more details.**