

# **A Jumping-Off Point™**

## **Vision Check - Part Two:**

**“What to Do When You Still Haven’t Achieved the Level of Success  
You Hoped For”**

**"Overnight sensations are usually not really overnight sensations. They're people who worked very hard in a structured and methodical way to get where they wanted to go."**

- Thomas Schweich: attorney, author, and esteemed risk-avoidance lecturer

Last month's "A Jumping-Off Point" – "Vision Check-Part One" was written for women who have been wanting to finally take their vision for an enterprise out into the world - whether it's a business, a book, a private practice, a non-profit foundation, or a speaking career – but have been feeling stuck...their vision still sitting on the mental drawing board. In that article I said that the first place to start to break through was with your mindset...and the most fundamental part of mindset is belief. (For this article, see the May issue of VivaNews at <http://www.vivacitynow.com/vivanews/May2008/>)

This month, I'd like to address those women who have taken the leap, started their own enterprise and are finding their results far less than they expected or are finding their growth has hit a plateau.

Being stuck at this level is as frustrating as not being able to start at all. To begin to break free of your inertia, just as I talked about in the last issue, take a look at your belief system. You may be holding on to self-limiting beliefs that you are only entitled to so much success, or to so much money. On the outside, you may be making affirmations about what you want to manifest, on the inside you may be really saying things to yourself that are blocking that from happening. Once you make a list of these beliefs then talk with a coach or a trusted advisor about how to leap past them.

After examining your belief system, sometimes what it takes to get unstuck are some ideas to get you moving in a forward and upward direction – ideas that may be different from the ones you have been regularly employing:

- **Take a Closer Look at Who You Are Serving...Just Who is Your Target Market?**

Some of the women I work with come in to coaching not clear about their target market or not even aware they should have one. This keeps them guessing about how to market and even what products or services to develop. One of my mentors, Dan Kennedy, says

“It’s the ‘Who’ not the ‘What’”. Choosing a target market is vital because no matter how good your product or service is, if you’re trying to sell to everyone, you’re going to remain invisible. And the more specific you can get, the better. Dan Kennedy says “Go Out and Get Yourself a Herd” (an identified target market); others say “Fish Where the Hungry Fish Are”.

Allusions to the animal kingdom aside, finally identifying your special group and speaking directly to them, to their needs and wants, will provide impetus to your enterprise and sustain it for as long as you desire. The clearer you become about who you are serving, the easier it is to hone your product line and write your marketing copy.

- **Stop Being Shortsighted When It Comes to Investing in Yourself and in Your Enterprise**

I often hear women tell me that they cannot afford to go to specialized trainings, buy home study courses or hire a coach.(I had been guilty myself of this myself). In addition to “I don’t have the money”, I often hear “I’m not at that level yet”.

Unfortunately, not acquiring specialized knowledge on an ongoing basis and not investing in mentors and coaches will surely keep you at the level you are at. To break out of the inertia, you need to look outside of what you know and learn from people who have achieved what you would like to achieve.

- **Broaden Your Horizons: Embrace Technology and Leverage Yourself Through Networking**

Begin to look at what other ways you can take your enterprise’s message out into the marketplace. Consider adding a mix of strategies to increase your credibility and your exposure.

- If you don’t have one, start a blog (tip: make sure it’s hosted on your site, not on a free blogging service. The service gets the search engine traffic, not you.).
- Leave comments on other people’s blogs being sure to leave your contact information.
- Get on to social networking sites and be active on them (Facebook has gotten really hot for people in business).
- Get on business networking sites and get active in them; e.g., LinkedIn and CollectiveX
- Do some article marketing
- If you have been writing exclusively, then try doing some audio or video work
- Become a guest on other people’s teleconferences
- Interview someone who is well known in your industry and post the recording on your blog or your site

- Cross promote with someone whose business you admire and is complimentary to yours

The combination of using laser focus on your enterprise as well as broadening your view of it is a jumping-off point for your growth and success.

WANT TO USE THIS ARTICLE IN YOUR E-ZINE OR WEB SITE? You can, as long as you include this complete blurb with it: Kate Sanner is the CEO and founder of Vivacity. As “Jump Instructor”, Kate helps a woman on the verge of doing great things to take the leap into the life she has been dreaming of...whether it’s starting a business, writing a book or fulfilling a life long ambition. Once a woman has made the jump, Kate then provides tools and resources so that a woman can continue to take herself to new levels and to maximize and monetize all her efforts for continuous growth, financial gain and success. She is also a podcaster, Ezine publisher and internet radio show host. To get a FREE copy of Vivacity’s “The Think and Play BIG System”™, a 10 Step, 46-page guide,- a \$57 value - that shows you how to bring your vision for your enterprise into reality and onto new levels, go to [www.vivacitynow.com](http://www.vivacitynow.com) and fill in your first name and primary email address in the box in the upper right hand corner.