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for Business Success & Profit

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TAKING OFF THOSE WEEKEND CLOTHES FOR YOUR BUSINESS STRATEGY

Business, strategies, goal setting and even networking are all business hour activities, right? We just classify these as being done during specific hours and not during other times, right?

Not exactly.

The topic we have been discussing this month has been networking so let's discuss a networking example. **Your best contact for the entire year may be the person in front of you or behind you at the deli counter on Saturday morning.** You are typically not going shopping as much as before now that you are delegating more activities, because you have determined your 'high payoff' activities and you typically focus on those activities. However, you needed to make some sandwiches up for the weekend as there is a lot going on, so you ran to the store. There you are at the deli counter and it is busy.

Are you engaged with the people around you as you are all waiting or do you stand there looking at your iPhone or Blackberry waiting for your turn? Are you in weekend clothes shame and you hope no one recognizes you?

What if the person in front of you or behind you is either your perfect client or is related to or knows your perfect client. **How will you ever know if you do not speak with them?**

This actually begins back at your home. You must start to wear the grown up clothes on the weekend too. Men, lose the 20 year old t-shirt and pants with the holes in them. Ladies, there are many functional and comfortable choices when you know you are going outside the home and none need to include a baggy sweatshirt and sweat pants.

It does not mean either men or women need to spend hours getting ready to go out. Just take personal care, brush your teeth, brush your hair, dress casual and comfortable and then you are ready to go!

Start your day on the weekend looking great and feeling great. This will set you up for success when you are out and about. It will have you feeling comfortable and confident about meeting new people and having a conversation.

Understand that **networking for an entrepreneur and small business owner is a 24 X 7 activity** so be prepared, be ready, look great, feel great and have a few more conversations this week than you had last week.

Check out my blog at any time for more articles like this one: www.thementorguy.com/blog.

Are you seeking to have an expert take your networking strategy for your business to the next level? Contact Mitch Tublin, expert business strategist, today and book your initial business breakthrough session today.

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