

Judith's 21 Top Tips for Creating a Business to Love

1. **Know Why.** How will the business you create support the life you want to lead? This is what the E-Myth calls Your Primary Aim. Get one.
2. Join a **Mastermind Group.** You cannot do everything all by yourself – you need a dream team who will give you insights and inspiration, honest feedback and bear witness to your commitments to action. Or a coach, see 21.
3. Get a **great team** around you at work so that you can...
4. Do **only what you love** which is usually what you are very best at anyway.
5. Be prepared to do **whatever it takes**, whether for six or thirty-six months
6. Refine your strategies once you have **proved what works** for you and your business
7. Create supportive environments and self-disciplined **habits** around your working – put **boundaries** in place. Don't be a marshmallow all your life!
8. Buy professional solutions – **outsource.** Yes, I know you think you CAN do everything, but it will take the rest of your life before you make any money and completely exhaust you.
9. Watch the bottom line... on the back of a fag packet. Create meaningful **management accounts which you can understand**, get someone to show you how, and keep it simple. One page is enough.
10. **Plan to be both successful and profitable** and then measure it often so you know whether or not you are on track
11. **Focus** – on one thing at a time, Sweet Jesus. Show me the Money! Your clients' money proves whether or not you were right. What would you rather be – right, or rich?
12. **Count** the number of hats you are wearing (roles you play in your life) and plates you are spinning (projects you are trying to launch) and ask yourself "realistically, can I juggle all of this and ever hope to be successful?" Step back and try fewer hats and no more than three plates at any one time.
13. SWOT – analyse your **strengths and weaknesses** and work out what you are going to do to compensate your business for the latter

14. **Get over your story**... whatever it is, no-one cares except you and you can decide at any moment to put that behind you now and move on. Don't let it get in the way of your own business success, unless it serves you by motivating you ("I'll show them" being one of the most successful entrepreneurial motivators of all time). What is it you keep telling yourself and is that really true any more? How does it help you? If not at all, ditch it.
15. Provide solutions for your clients and customers – **find a problem** and solve it.
16. **Ask the market** what they want and sell it back to them.
17. Conversely, if you have a new idea which you are **determined** to make us want, **market research is essential**; prove your theories before you get spending on a prototype.
18. **Marking, Marketing, Marketing** – doesn't matter how great your idea is if you fail to tell us about it. There are many ways to do this – pick three which make use of your natural talents – writing, speaking, direct mail, a great website with SEO, PR, blogging, newsletters, networking – only three I said, not all of them at once, which simply dissipates your focus, that's Headless Chicken School of Business Success (not!).
19. **Work ON your business not IN it**. Carve out some time to be the entrepreneur/visionary, not the technician. Your holy grail will be, one day, to only work ON your business and for everyone else to work IN. This will enable you to walk away whenever you choose, and sell it when the time is right.
20. Take your temperature regularly. **Are you still in love with your business?** If not, why not. Tweak it.
21. **Let me help you**. Hire a business coach www.JudithMorgan.com or get into the **Elite Entrepreneurs Club**