

Make Time For Your Most Important Client

By Nancy Gerber

One of my oft-repeated 'mantras' is that the most important job of every business owner is to market their business. When I ask entrepreneurs about their biggest challenges, one of the most common things I hear is, "I just don't have the time to do marketing!"

How do we find the time to do what is THE most critical element in the continuing success of our companies?

It's all about creating new habits of thought and action, one step at a time.

There will always be urgent and important items that require our attention. There's a never-ending stream of e-mails to answer, phone calls to make, bills to pay, topics to research and meetings to attend. If you keep expecting to 'find' the time -- you won't. The key is to adjust your thinking: it's about MAKING the time.

When we attract a new client, we delegate tasks, postpone reviewing e-mails and eliminate all other distractions so that we can focus completely on their concerns and goals. We must begin to treat ourselves in exactly the same way -- in essence, to realize that we are our most important client.

When you make a commitment to a client, don't you keep it? When you're meeting with them, you set aside specific, uninterrupted time completely dedicated to them, right? It's time to think of yourself and your company as deserving -- and needing -- the same treatment.

Here are two suggestions for your 15-minute-a-day Marketing Mambo activity for this week:

First, to create a new thinking habit, it helps to observe your beliefs and attitudes. Pay attention to your self-talk whenever you think about marketing or someone mentions it. What are you saying to yourself? It even helps to write these thoughts down.

Often a shift in language -- even one word -- can change everything. For example, if you're thinking, "I can never find the time!" notice that. Catch yourself, and ask, "OK. I'm going to MAKE time this week

for marketing. What needs to happen for me to do that?" Take a moment right now and consider both of these self-talk options. Which one is energizing, hopeful, action oriented, promises possibilities? Which one shuts down thinking, closes off opportunity, derails problem solving?

Changing behavioral habits CAN be accomplished, step-by-step. Start by looking at your calendar for this week. Come on, grab that day timer or open up your Outlook! Block out 2-3 small segments -- 15 minutes each -- during which you will ABSOLUTELY COMMIT to working on your marketing. Pretend these slots belong to a brand new client who is paying you the highest fees you have ever received.

The specifics don't really matter -- do some reading, start revising your bio, make a list of e-zine topics -- just as long as you are focusing on taking actions that directly relate to marketing YOUR business. And, to help you keep your commitment to yourself, share your intentions with someone who will hold you accountable -- a business buddy, coach, assistant. Set yourself up for success by telling them what you've scheduled. Promise to let them know that you've kept your appointment with yourself and share what you've done. Request that they follow up with you if they don't get your report. Often, just knowing that someone else is expecting to hear from us propels us forward!

In the safety lectures before flying, we're told that if oxygen masks drop down we need to help ourselves first by putting ours on before we assist anyone else. A great reminder!

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For over 35 years Nancy Gerber, "YOUR Connection Magician", has coached and educated thousands of people worldwide on how to improve their communication and deepen their relationships with others -- and themselves. Nancy has been privileged to study and work with many of the leaders and experts in Internet and direct marketing. Her expertise in creating connections and building relationships, along with her many years as a Professional coach, give her unique insights and skills as a marketing coach and consultant. In addition to her commitment to helping entrepreneurs understand the basics of marketing, she's an expert in content development and personality marketing.

Her website <http://www.marketingmambo.com> ***“The Dance of Connection That Creates Lifetime Customers – One Step At A Time”*** -- was created for unconventional entrepreneurs who want to find and keep their best customers without losing their souls.

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