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From:
Sent: 11 May 2013 20:25
To: Pubs Consultation Responses
Subject: A common denominator in failure is excuses.

A common denominator in failure is excuses. Struggling business owners will look in the mirror and say it's not their fault. They will blame the Congress, the president, even Greece. As long as they blame someone else, life is good. If they accept responsibility, they might not like what they see in the mirror."

The first step in becoming successful is accepting that business can change for the better by getting rid of excuses. In every economy, there is someone who is doing it right; a business that is thriving

Once an entrepreneur quits making excuses that motivation will thrive and breed an environment of possibility. It is about understanding customers, and focusing on their reactions. Every experience should include four or five positive emotional reactions.

"Every word, every visual, everything we do must create reactions, "The textbook would say it's about convenience, price value, service quality, food and beverage quality and cleanliness. But really, people come back because of something in their gut that has nothing to do with practicality and despite the fact that everything isn't text book.

Touch points the windows of opportunities that impact customers in unexpected ways. Regardless of the type of business that the emotional reaction is the product.

In order to deliver these product businesses should focus on personal dynamics in hiring, and find people who can connect with customers. It's about employing the right people with the right attitude.

"There are things you can't change in people; none of us can train anyone to be something they aren't.

Personal dynamics are an important part of the puzzle. In addition, the business must click with mechanical dynamics that set the pace and drive the pricing. Interactive dynamics will provide a connection with the business, and neighborhood dynamics will define the market.

"Every failing business owner awakes every day losing their dreams.

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