

# 7 Steps to personal success THROUGH BUSINESS

There is no doubt that there is more than one way to achieve personal success through business. Over three decades I have used and refined these seven steps to work with business owners and managers to achieve business success. I have seen them work for new business start-up, existing businesses who have stagnated and businesses looking to expand to the next level. Take a look at these seven steps and see if they might be useful for you

1

## Pick your Market

We don't need a lot of complicated business theory here. All we need to do is find the group of people (the target market) who can be convinced to buy what you are offering. We don't need to be too specific at this stage. For example, our market might be "people who place importance on their health" or people who love adventure holidays"

2

## Define your Market

The Next step to get clarity about what you are going to achieve. Again, keep it simple, preferably a single sentence, such as " in three years I will own and operate an online wellness product and service business focusing on the pacific market with turnover of \$2.000.000". Notice how we get very specific.

3

## Get serious about a plan to achieve a goal

I like to start with a one- page high level plan. Don't get fooled though, just because I can get it all on one page doesn't mean it is short on details.

4

## Build the action plan to make the goals reality

The action plan, usually based on a 100 days period is used to clearly identify who will do what and then hold people to account and monitor progress.

5

## Implement the Plan

Now you've created the plan. You just need to follow it and watch the result.

6

## Monitor progress and update the action plan

The great thing about having specific goals and action is that you can see if you are on track to achieving them and adjusting course if necessary.

7

## Do it all again

The business environment you are working in is dynamic and not always in your control. It's important to occasionally ( maybe a year or so ) to review the big picture goals and reset them if you need to.

These seven steps may seem like they are too simple to work but I have watched the process succeed over and over again. I'm not saying implementing these are easy, it's not. It takes focus and hardwork. But if you are serious about personal success through business, the result are certainly worth it.



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