

I did it, and I did it and so on and so on

Duplicate what works. This may be the difference between growing a successful business and having to make a decision to quit.

by **Laura Johnson**

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When it is good, we need to share. I know we have all had the training in our jobs and in our lives and in our networking businesses. And following through with all the things that we are taught is a key factor to starting your successful journey.

But what really needs to happen, is when someone does something that creates a unique buzz, they need to share that and see if it can create success for others too.

There is a tendency to put information out there; through media, seminars, writing articles, classes, etc. and then we stop. But if we are not always looking at what we have put out and then closely examining what the results are, we will not successfully make a change in our business or live. This can be a huge factor in our quality and successes.

Take a simple example. I put out a monthly newsletter. I watch the open rate (a percent that shows me how many people actually opened it and didn't just throw it away). This is important because if not a lot of people are opening your emails, newsletters, etc. than you are not giving enough value or reason for them to do so. But one factor I was not really paying attention to is what made an incredible effect. There are also click through ratios that I should be watching. The only reason I realized they

were there and how important they are is that last month they were TEN TIMES higher than all the other months. Ten Times!

So I examined what I wrote about, and the places they could actually click through. And by seeing what they were I knew that I had struck a cord that made people not only want to read my newsletter but take action on something within it. That is huge!

We are bombarded by so many things in our lives. There is no place we can go to get away from advertising in some sort.

So it is only in examining those things that work, that you will be able to drive your efforts in the right direction. It is a key factor in your successes.

So how much do you know about what you are putting out there? What can you do to figure out what the effect is in what you are doing and what is going to bring you the most successes? You need to make this a priority in your life. You need to get the facts.

Duplicate that which works.

This may be the difference between growing a successful business and having to make a decision to quit.



Laura Johnson is a Serialpreneur and loves to work with multiple streams of income. She is a Certified Comprehensive Coach and has found her Email Coaching a great success for those who can't afford or don't want to have a full time coach. She is the Managing Director for eWomenNetwork in Northeast Dallas. And her joy in helping the small entrepreneur has led her to become a Sales Director for Compliments International. Go to www.thesuccessinator.com to try the email marketing or find out more about eWomenNetwork or Compliments International.
