

WAHM in Focus – Checkin' In

Issue #10 – What's Your Tipping Point?

“As a small businessperson, you have no greater leverage than the truth.”

John Greenleaf Whittier

What's your truth? And what is the best way that you can present it and touch your market it?

If you have ever wondered, that may well be your tipping point.

1) IN FOCUS THIS WEEK – What's Your Tipping Point?

We all want to find our tipping point. It's the thing that get's us up before the house is stirring and keeps us up long after everyone else has gone to bed.

How to find it?

ACTion Steps

1. Connect with the heart of your business.
2. Decide on the best way to convey that to your market.
3. Step out of your comfort zone. Do the thing that you've been meaning to do. The logical thing.
4. Start from the beginning if you need to. Reinvent yourself or your business if you've strayed off of your path.
5. Ask your readers, your customers, your market. What do they want?
6. Give it to them with all you've got.

Your Partner in ACTion

Jan Ferrante

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That's All for Now Folks!

Let's get busy!

Jan Ferrante

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