

Would I be impressed?

Thoughts on making things happen, from the marketer Dan Kennedy.

"We do a lot and get a lot done. I'm amazed and dismayed at how little others make happen, hour by hour, day by day. Here's a good question: if I came to your business on a field trip and followed you around all day, every day, for a week, how impressed and in awe would I be at..."

- 1 everything you do every day to attract new customers?
- 2 everything you do to convert leads, and to get more value from them?
- 3 everything you do to analyse your business every day?
- 4 everything you do to nurture your relationships with your customers?
- 5 everything you do to manage your time effectively?
- 6 everything you do to improve your knowledge and skill?
- 7 everybody you associate with?

Not just one or two things. Everything. Lots of things.

If I wouldn't be all that impressed, then you shouldn't be either, and you should be striving to up the ante on your productivity.