

Small Does Not Mean Invisible!

By Elizabeth Piotrowski

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Running a business on the net these days can be like looking up into a clear night sky; it can leave you feeling very small and insignificant.

I am a one-person operation, and I also offer personal service. It has taken some time for me to acquire clients, but I feel that my business is a smashing success!

Why?

First of all, there is nothing more fulfilling than having a client thank you for something; whether it be something you did for them or something you said.

Secondly, it is wonderful to get to know your clients. My sessions are usually conducted via chat, which leaves lots of room for conversation. I get to know my client as a person, as well as getting to know their online businesses.

It also makes staying in touch much easier. I can email my clients and feel comfortable doing so. Instead of feeling like an inbox intrusion, I am able to share links and resources which I feel are relevant to their particular type of business. And you know what? My clients do the same for me!

Running a small business on a tight budget does mean waiting longer for the 'big bucks' and working harder. But, I have found the principle to be same on the net as it is in 'real' life: if you are willing to work hard at your business, you WILL reap the benefits....eventually! What goes around comes around. The trick is to build a solid, honest and positive foundation.

So, the next time you are feeling down in the dumps about your business, remember: you are only as insignificant as you think you are!

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