

But I Don't Want To Change!

By Ken Leonard, JR.

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You have to be in the right frame-of-mind to work at home successfully. You must be able to "go with the flow" when the winds of business change. Keeping things fresh and different will help you stay ahead of your competition, and to prosper in the long run.

Be A Sponge

The first way to make sure that you are going in the right direction is to become "a sponge". You must be eager to learn. Soak up all new information that comes your way. Always have something that you are in the process of reading (business-related). Study your marketing techniques to make sure that they are working. Study your competitors inside and out. Listen to what your customers are saying. Look forward to learning something new each day, with a smile!

Change Yourself

Are you not a sponge? Don't worry. It's never too late to change. You just need to leave your "comfort zone". Seek out the new and different. Research, investigate, educate yourself in something you know little about (business-related). Do things (anything) that you are not comfortable doing. This will allow you to deal with future changes more easily. Once you break-out of your comfort zone, a whole new world will open up to you.

Change Your Job

Are you building a home-based business in the off-hours from your main job? Some would say that changing your day job is "easier said than done". If you want something bad enough, though, you will find any means to reach your goals. Put your-

self in the position of being able to spend more time learning and building your business, while still working days and "paying the bills".

This is where you want to be.

Now you can build your business faster, rather than focusing on a demanding day job. After a while, you may find that you don't need that job, anyway.

Change Your Life Situation

Do you have a stressful home life? Are personal distractions stopping you from building your home-based business?

Though it won't be easy, taking control of your personal and family life can be one of the best things you can do for your overall success and happiness. With your personal life in order, you will have a much easier time focusing on your business goals. You stand to benefit greatly if you can accomplish this.

Set yourself up to win. Prepare mentally for a changing business climate. Embrace change. Learn that "change is good".

Be ahead of the rest, by doing what others are not willing to do. You'll be glad you did.

Direct marketing veteran Ken Leonard Jr. publishes "New Marketer Ezine" weekly, helping to take the headaches out of starting and growing your online or home-based business. Get yours now by going to <http://www.kenleonardjr.com> and get two useful resources free.

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