

# Don't Miss An Opportunity

By Audrey Bell

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You never know when opportunity may knock, so as a business owner you have to listen very careful and stay accessible at all times.

A great opportunity came my way and I almost missed it, because I missed checking my email for one day. I received an email from Ellen H. Parlapiano and Patricia Cobe the authors of Mompreneurs and Mompreneurs Online letting me know about an opportunity to be a guest on the John Walsh Show in New York City. Now this was a great opportunity for me to get free exposure for my business. They had passed my name and home phone number on to the producer of the show and the producer gave me a call, but I was out. When I got home and returned the call, they had already booked the all of the guest for that show which was about Work At Home Mothers. I thought, I just missed a great opportunity to be on a national TV show, but then the producer asked me to come and be an audience guest and that they would send John up to talk to me. And you know what, that worked out. I went to the show and he did come up to talk to me and ask me about my business.

When I returned home I had phone calls and emails from people who had seen me on the show and who wanted to order my dolls and buy my book on self-publishing. I did not get a chance to be on the stage with the other work at home mothers, but I did get a chance to introduce my two companies and it paid off.

So I've told you this story because I thought it was important to let you how very important it is for you to check your emails and voice messages, because you never know when the opportunity that you have been looking for will knock at your door.

As a business owner you must make it easy for people to contact you, but when they do contact you must return the call or the email.

Don't Miss Your Big Opportunity!

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Audrey Bell is an author of From The Home Front: The Simple Guide To Starting And Running A Home-based Business and ABC's Of Self-Publishing: A Step By Step Guide To Turn Your Idea Into A Book, publisher of Women In Business Today Newspaper and doll manufacturing company Big Beautiful Dolls, Inc.

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