

# Three Ways to Improve Your Business

By Raymond Johnston Jr

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As a business owner, I am always trying to find ways to make my business run a little smoother.

You will find thousands of articles and books that talk about the subject. Most of the time, you will find the same solutions rehashed over and over.

Here are three that might not be on every list you see.

I imagine it is because they are so simple, but if that's the case why are they ignored so often?

Take a look, just might be the little nudge your business needs.

## 1. Answer Your Email Promptly.

It is totally amazing the amount of time it takes for many to answer their mail. I'm talking about some of the so called Gurus in their field.

I write a question asking about their product or service, I expect the answer in a reasonable amount of time. They don't have time to answer, I guarantee you, there are a hundred other people working the same type business that would love the chance to have my business.

I don't care how great your product or service is, you don't respond to people and they will

take their business elsewhere.

## 2. Keep Testing

Things start working fairly well and many business owners become content.

Business changes continuously, as do your customers. You have to change with them.

The best way to keep changing and stay up with the changing needs of your customer is to test on a continuous basis.

Keep testing ad copy.

Keep testing your website design.

Keep testing your products.

Keep testing your guarantees.

I think you get the picture. The business world will never stop changing and to be successful, you have to change with it.

## 3. Ask for Criticism

I could have said, ask for feedback. The problem with that is many will just write and tell you what is good.

Even though that is helpful, the feedback that helps the most is constructive criticism.

Find out what it is your potential customers dislike about your product or your newsletter. Find out what you can change to make them more likely to buy or subscribe, etc.

In fact when you do surveys, ask what they like best and what they think is the worst about you, your product or service.

You will be amazed at what you find out.

These are three very simple things. But you will be amazed at the end result you can achieve by

making them as important as they should be. Too many businesses will ignore them and their business will start to be ignored as well.

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