

# **11 Rules To Be Successful**

**1. Work smarter, not harder.** It's not how much you do, but what you do and how well you do it. There are better ways to run your business than by brute force.

**2. Strive for accuracy first, then build momentum.** Since you do not have a second chance to make a good first impression, you must do things right the first time. It is much better to introduce an excellent product a little later than planned than to impetuously release something that you know has problems.

**3. Find a niche.** Become an expert in your field. Stick to what you do best.

**4. Build your reputation on integrity, quality and value.** Don't do anything that might compromise it. Once your reputation is tarnished, it is difficult to redeem yourself in the eyes of your customers.

**5. Always better your best.** Constantly strive to improve your products and services.

**6. Be creative.** Adapt and apply innovative techniques from outside your specific field.

**7. Listen and react to your customer's needs.** Success comes when you give your customers what they want. Visit your customers and ask them what you can do to improve your product or service. Sell solutions, not products.

**8. Plan for success.** Know where you are going and how you are going to get there. Too many businesses exist day to day without any long-range plans or goals. Decide where you want your company to be in one, three and five years, and draw up a plan of action to get you there.

**9. Take advantage of change.** Changes in your market are inevitable; use them to your advantage. Be a leader, not a follower. It is far better to err on the side of daring than inaction or complacency.

**10. Think before you act.** There is nothing as useless as doing efficiently that which should not be done at all.

**11. Always promise a lot ... and then deliver even more.** Try to provide your customers with more than they expect. Go the extra mile to give exceptional quality, service or value. Your customers will remember and reward you with their continued business.