



21 Business Principles & Wisdom Strategies That Will Empower You To Succeed in



Shiketa A. Morgan



Table of Contents

Getting Organized For Tax Time

Marketing Your Business on Facebook

Develop Your Leadership Skills and Grow Your Business

You have a right to have a Wealthy Business

5 Characteristics of a Great Product

Boost Your Business Sales with coupons

3 ways to keep your business customers coming back

You Must Develop the Speaker within You

A Great Way to Liven up Business Meetings

Dream Big For Your Business

The Secret to Long Term Success

Character Matters in Business

Implementing the 80/20 Rule

How to Hold Successful Presentation

Stop wasting Time and Take Control of your time

Seasons of Business

10 Ways to Drive Results with Social Media Site "Twitter"

How to Go to Another level in Business

Your Attitude Determines Your Altitude

Share Your Business Journey with your children

How to tap into your creative mind

About the Author



I am a Mother, Wife, Business Consultant, Author and Child Care Center Owner. I love being a Business Owner and inspiring other business owners to succeed!

This eBook is a collection of content from my Business Blog post(s) and was also inspired by my 18 + years of operating a business.

I believe that as you read this eBook, that you will be empowered to go to another level in Business!

To Your Success,

Shiketa Morgan

© Copyright, 2012. Shiketa A. Morgan

All rights reserved. No portion of this book may be reproduced, or transmitted in any form or by any means—electronic, mechanical, photocopy, recording, scanning, or other—except for brief quotations in critical reviews or articles, without the prior written permission of the author.



Getting Organized For Tax Time

"Most of us dread income taxes. If you're like many small business owners, you put off thinking about income taxes until the last minute. Let's face it: preparing your income tax return is one of the most unpleasant tasks you face" says Stan Snyder, CPA and expert bean counter.

To make tax this upcoming tax season less stressful and more organized, here are **5 easy steps** that you can take:

- 1. Buy Manila File Folders** (for receipts) and labels to help you to organize operating expenses. Label each folder according to expense: gas, meals, office expenses, car expenses, general business expenses, etc.
- 2. Three-Ring Binders** helps to provide a easier way to locate a particular bill. Moreover, keeping personnel records, utilities, credit card bills, insurance bills, bank statements and all other paid bills in a 3-ring binder; is a great way to keep track of monthly/quarterly expenses.
- 3. Accounting Software** is a great way to keep track of business income and expenses. Having an Accounting or Book Keeping program makes it easier for you or your accountant to prepare taxes.
- 4. If you have employees**, this is a great time to buy **W-2 software**. W-2 software can be purchased as low as \$19.99 and is an affordable way to process W-2's. (Be sure that you have updated home address information on your employees)
- 5. Check your bank statement.** Just in case you lost a receipt, your bank statement is also a great way to keep track of your business expenses including bank fees.

Market Your Business on Facebook?



Facebook is the best thing that has ever happened to the Business world and it's **Free Advertisement!!!**

Facebook is a great way to connect with your customers. Moreover, you find out what your customers like and what their needs are by following their post on facebook. Having a Facebook page is a great way to educate your customers.

For example: If you have a computer business, you could post daily or weekly computer maintenance tips. In addition to posting weekly computer tips, you could post pictures of computers that are on sale in your store. Customers love to be educated, informed and it will keep them coming back to your site.

Do you need more customers? Have you been thinking of ways to increase sales? It's time to get your business on [Facebook!](#)

There are billions of people from all over the world on Facebook. When the word gets out about your business, you will not need to worry about finding more customers. In fact, if your current customers are happy with your product or service, they will tell others about your business. The word will travel fast on Facebook and you will be on your way to much increase in Business sales!

Facebook is also a great place to network with other business owners all over the world and also gain customers from all over the world!



If your business is not on Facebook yet, do your business a favor and create a Businessr [Facebook](#) page Today!

Follow these simple steps:

1. Go to facebook.com and click on create a page.
2. Select your business Type
3. Type in your Business Name
4. Add your company Logo as your profile picture
5. Add your company website to your page, bio and founder info.
6. Once your page is set-up, add info about your service on your Facebook wall and tell others about your page. Don't forget to tell your customers to look you up on [Facebook](#)!

For more online Marketing tips, you must check out my ebook: [An Online Marketing Plan](#).

Develop Your Leadership Skills and Grow Your Business



"The key to success in an endeavor is the ability to lead others successfully" says, John Maxwell in his book, *Develop the Leader within You*. This is a great book for Business owners who are seeking to grow their business. Moreover, improving your leadership skills is a great way to grow a business.

One of my favorite quotes by John Maxwell is, "Everything rises and falls on leadership." I personally experienced falls due to my lack of leadership including; hiring the wrong people, not dealing with employees effectively and making poor business decisions. My business did not rise, until I developed as a leader.

When you develop your leadership skills you will attract great people to work for your company, you will make better decisions in business and you will be able to effectively lead others. If you are a small business owner with no employees, it is a good idea to develop your leadership abilities; having good leadership displays great character and this world needs more leaders with character.

When I expanded my business in 2003 I started out with 2 employees and it was a challenge for me, because I had no supervisor experience. In fact, I hated being a supervisor and I had no clue how to lead my employees, so I micro- managed them. I watched everything that they did, I supervised them closely and it drove me nuts!!

I have learned that great leaders do not micro-manage they lead! Moreover, great leaders hire great people, because we attract what we are. This is why it is vital to your company's growth to develop your leadership abilities. Your company is just as good as the people you hire and who you hire is a reflection of your leadership abilities.

Six years ago, I talked to an old pastor about my experience with my employees and he recommended that I read John Maxwell Books. To this day, that was the best business advice that I could have ever received!

Reading John Maxwell Books has transformed me as a Business owner, employer, a mom, friend and a wife. The leadership principles that you will find in John Maxwell Books will not only grow your business, but will transform you as an individual. In fact, you will discover a level of greatness that you did not know was inside of you.

I would like to share with you 5 things that you can do to get started on improving your leadership skills and grow your business:

1. Read a Leadership Book once a month and apply the principles in your business immediately.
2. Listen to Leadership (Cd's) in your car on your way to your business.
3. As you learn new leadership principles, teach them to your staff. When your staff grows as leaders they will not need much supervision.
4. Connect/Network with other leaders, preferably leaders that have more experience than you.
5. Get to know your people, because they don't care how much you know until they know how much you care. Get to know your team and they will care about your vision.

Think Big! Think Growth! And tell yourself daily: "**I am a Great Leader!**"

"You Have a Right to Have a Wealthy Business!"



As a business owner, I know from experience that the amount of money you have in your bank account will either allow you to expand your business or prevent you from expanding or growing!

When your business is experiencing lack; it limits your financial freedom. In fact, I have experienced lack in business and almost closed because of it. It was when I made up in my mind that I will have a successful Business, I became successful. I no longer let lack enter into my mind. I always expect increase and that place of wealth.

Moreover, having a successful business provides job security for my employees, I am able to give-back to the community with, my church and provide my family with a comfortable Lifestyle! This is why I believe that all Business owners should strive to have a wealthy Business.

It's time to develop a Wealthy mindset when it comes to your business. If you think wealth.... you will attract wealth. A wealthy Business can impact the world, pay its employees more and have so much more growing power! If you are ready to attract wealth to your business, it's time to work the Law of Attraction!

Start today by downloading your free copy of the [e-book](#) and the audio book of "The Secret Law of Attraction."

While you are downloading the Secret Law of Attraction, read a lesson called:

[The Science of Getting Rich."](#)

I wish you much success in business and a wealthy Business! Remember... Wealth is not just for you... it's also for others and the more you spread wealth, the more you will attract to you!

Be sure to revisit this blog and share your success stories in Business by commenting on this blog.

5 Characteristics of a Great Product



"If you want raging, inexorable, thunder lizard evangelists for your product, make sure the product is DICEE." ~Guy Kawasaki, *co-founder of Alltop*

Guy Kawasaki said, "Creating buzz for your business means having a great product. Moreover, creating that great product is an art." In his article, "Wise Guy painting the Picture," he described five characteristics of a great product and they are as follows:

1. DEEP. It doesn't run out of features and functions after only a few weeks of use
2. INDULGENT. It is luxury and it makes you feel special when you buy it.
3. COMPLETE. It has a great total user experience; it is well documented, there are blogs about the product, there is tech support and customer service counts!
4. ELEGANT. A great product doesn't fight you, it enhances you.

5. EMOTIVE. It compels your customers to tell other people about it.

In his article, he gave some examples of a DICEE product by using the ipod as an example. The ipod is deep, because it house's thousands of songs, videos and podcast. It is also indulgent, because it is rewarding to have one. The ipod is complete because you can buy it online and get online support. It is elegant, because it is so user friendly. Finally, it is emotive, because most people buy ipods after someone told them about it!

If you want to turn your product into a DICEE product, examine your product for the characteristics above. A great way to do this is by allowing customers or friends to tell you if the product is "DICEE." If you would like to learn more DICEE tips from Guy Kawaski, follow him on [twitter](#).

I wish you much success with your Business and product! Be sure to share your comments in the box below, share this blog with other business owners.

It's A Great Day For Business!!

"Boost your Business Sales with Coupons"



"The Coupon is Back, thanks to the recession."

~Sandra M. Jones/Chicago Tribune

In the article, "Recession restores appeal of coupons, Sandra Jones wrote: "Coupon clipping for the millennium isn't just for detergent and cereal." In fact, Big time retailers from, Walgreens to Macy's are using coupons to entice their customers to spend. Moreover, the internet and mobile devices are also making coupons available.

I was reading the St. Louis Post Dispatch Sunday paper and saw a Macy's ad. The ad contained three coupons: \$15 off with a purchase of \$50, \$25 off with a purchase of \$100 and \$50 off with a purchase of \$200. Wow!!! Now those are some great savings and it enticed me to go shop at Macy's!

One of the first and largest online coupon sites, <http://www.coupons.com/>, printed \$313 million in coupons in 2008. In 2009, the site surpassed the 2008 figures and expected to reach \$1 billion in printed coupons by December 31, 2009.

The president of <http://www.dealtaker.com/> said that shoppers favor coupons over other deals. Now it is your turn to start enticing those consumers with some Coupons! Be sure to check out the coupon sites listed in this blog and share your comments below.

3 Ways to keep Your Customers Coming Back



"Because having Life Long Customers is the best way to Build your Business.

~Clate Mask/CEO of Infusionsoft

On January 3, 2010, Clate Mask sent out an email with the subject line: "How to market to lifelong customers." The email included 3 main reasons customers never return to your business and the email inspired me to share with you, "3 ways to keep your customers coming back!"

Here are 3 ways to to keep your customers coming back:

Give them a Great experience. When you give your customers a great experience, they want to come back for more and they will also tell others about the experience.

Make Them Feel Special. When your customer feels special they will be more eager to buy your product or service. You can make customers feel special by: smiling at them; asking about their day or simply offering a cup of coffee or water.

Encourage Them to Return. Having repeat customers is a sure way to increase sales. A great way to encourage customers to come back is to offer a discount off on their next purchase. For example, when I shop at Michaels Craft supplies store, they give me a 40% off coupon (to use on my next purchase) at the time of checkout. That coupon motivates me to return everytime I shop there!

Try all 3 of the tips above and keep your customers coming back for more!

© Copyright, 2012. Shiketa A. Morgan

All rights reserved. No portion of this book may be reproduced, or transmitted in any form or by any means—electronic, mechanical, photocopy, recording, scanning, or other—except for brief quotations in critical reviews or articles, without the prior written permission of the author.

Develop the Speaker Within You!



Research has shown that most people would rather die than to speak in public! If you are a Business Owners, you must get rid of the fear of speaking in public. The fear of speaking in public will limit your potential to reach more people and the exposure to your business.

According to speak 4 Success.com, "The better and more confident you are at speaking to audiences and groups, the greater your chances of promotion." Moreover, "The entrepreneurs and corporate leaders who develop their speaking skills are cashing in and seizing the many opportunities that great speakers profit from."

Fear No more! For more Public speaking resources follow Speak 4 Success on [twitter](#) and [Facebook](#).

Also be sure to connect with the [National Speakers Association](#) and Join a Local [Toast masters club](#). Don't have time...Listen to Great Speakers on Audio such as: Dr. Martin Luther King Jr. You can find many of his great speeches on You tube!

A Great Way to Liven up Business Meetings



"Meetings filled with Bulleted PowerPoint Presentations and day dreaming audiences are all too common. Executing engaging and informative meetings is well within reach if you use the right methods." ~ Julia Paulus, Staff Writer/St. Louis Small Business Monthly

In the January 2010 issue of the St. Louis Small Business Monthly publication, there is an article titled, "Make Your Next Meeting a Hit." The author of the article (Julia Paula) shares a tip from the book, "Boring Meetings Suck," written by Don "The idea Guy" Snyder. Don Snyder says,

"The easiest way to liven up a business meeting is to hold a brief gathering toward the end of a business day, make it high-energy and humorous, end it ahead of schedule, and let the troops go home early." Wow! That's a great way to end the day and boost morale!

Dream Big For Your Business



" If you don't have a dream, if I don't have a dream,

How are we going to make a dream come true."

~ Mary Martin

Do you have a dream for your business? Is it to create a Fortune 500 company? Do you want to make millions of dollars a year? Moreover, do you want financial freedom so that you can travel the world and give the family the best life possible?

Whatever your dreams may be for your business, I believe that you can accomplish your goals and dreams by simply doing 3 things:

- *WRITING DOWN YOUR GOALS DREAMS*
- *SETTING GOALS ACCORDING TO YOUR VALUES*
- *STAYING FOCUS ON YOUR GOALS AND DREAMS FOR YOUR BUSINESS UNTIL YOU SEE THEM MANIFEST!*

When you follow these two steps with an attitude of expectations, you will watch your dreams form before your eyes. In fact, your dreams will attract the resources that you need to accomplish your goals!

" The Law of Attraction attracts to you everything you need,

According to the nature of your thought of life;

Your environment and financial condition are the perfect

Reflection of your habitual thinking." ~Joseph Edward.

The Secret to Long Term Success



I recently received the monthly *Vitality* Newsletter, a newsletter for Life Force International direct sales members. There were great articles in the newsletter that inspired me to be persistent with setting goals for my business, including one article in particular, "Persistence Pays."

In the article, Persistence Pays, Life Force International asked one of their top sellers, Kim Stoltzfus, how she reached the top and what is her secret for maintaining long-term success?

Kim replied: "I just focused on making a least one new contact everyday and sharing the product with them." She also said, "If your heart is in the right place, the success is going to follow."

Life Force International asked Kim what kind of goal-setting advice does she had to share and Kim shared the following advice: "If you really want this- and this is with anything in life- you can't quit. Successful people are always the most determined, the most focused, and they don't make excuses.

It's not a race. Just set goals, discipline yourself, and stay persistent."

Are You Selling a Product or an Experience?



Have you ever heard a business owner say, “I hate selling things?” In most cases we all hate to sell products, because that approach hardly ever works.

In fact, when you just sell the product, the prospective customer may say something like this, "Oh, I don't need to buy anything else" or they may view you as another sales person."

However, when your goal is to sell the experience of a product or service, your success rate of gaining a new customer increases. Moreover, the customer's response may be different, such as: "Oh, tell me more?"

For example, there may be five hair salons in your neighborhood. All of the salons in your neighborhood are selling haircuts, styles and shampoos, but the one that sells/markets, healthy hair, shorter wait times and a relaxed spa like environment will get the attention of their customers faster than a salon that only sells/markets haircuts, shampoos and styles.

It's time to reach more customers by selling an experience, not a just a product or service.

Character Matters in Business



A Man's Character is his Fate....

Character is a key ingredient in the success of a business owner. In fact, a man's character will affect all aspects of operating a business including: being honest on tax returns, showing integrity in business deals, being loyal to customers and having the courage to persevere in hard times.

In the Book [*Character Matters*](#), the author, Mark Rutland (President of Oral Roberts University) wrote:

"Character takes you through a refiner's fire of true stories and time-tested scriptures designed to open your spirit."

Rutland also describes nine essential traits you need to succeed in his book and they are as follows: courage, loyalty, diligence, modesty, frugality, honesty, meekness, reverence and gratitude.

Eight Essential Character Traits You Need to Succeed:

(as defined by the Roget's II Thesaurus)

1. Courage- The quality of mind enabling one to face danger or hardship resolutely in Business/Life.
2. Loyalty- Faithfulness or devotion to your others, business, customers and employees.
3. Diligence- Steady attention and effort to one's business or industry.
4. Modesty/Meekness- Humbleness
5. Frugality- Careful use of material resources
6. Honesty- Incorruptibility and upstandingness
7. Reverence-To regard with great awe and devotion
8. Gratitude- Showing Appreciation (Gratitude is the seed for more.~ Mike Murdock)

Implementing the 80/20 Rule in Business



Efficiency is the foundation for survival.

Effectiveness is the foundation for success.~ John C. Maxwell

Wikipedia.com defines the 80/20 rule (also known as the Pareto Principle as the law of the vital few, and the principle of factor sparsity) for many events; roughly 80% of the effects come from 20% of the causes.

In the Book, *Developing the Leader Within You*, John C. Maxwell wrote:

“The ability to juggle three to four high priority projects successfully is a must for every leader. A Life in which anything goes will ultimately be a life in which nothing goes.”

Let's take a look at the 80/20 Rule/Principle:

Time: 20% of our time produces 80% of the results

Products: 20% of the Products bring in 80% of the profit.

Leadership: 20% of the will make 80% of the decisions.



Priority Tips for Business Success:

1. Spend 80% of your personal development dollars on the top 20%.
2. Ask the top 20% to do on the job training for the next 20%.
3. Train an assistant to do the 80% less effective work.
4. Only do 20% of the work that gives you 80% of the return.

It's time to prioritize and implement the 80/20 rule/principle in your Business and become more effective!

How to Hold Successful Presentations



Good preparation is a concrete process

with specific steps;

not just a mind game to psych yourself up.

~Jeffrey Jacobi

When you work hard and prepare for your presentation, it really shows. This is why it is vital that you plan, prepare and practice before each presentation. Moreover, the more prepared that you are for your presentation, the more confident you will appear to your audience. Here are 3 steps to presenting with confidence:

Step One: Familiarize Yourself with the Five "Knows"

You must plan for a successful presentation and familiarize yourself with the five "Knows:" know the purpose of your presentation, know your audience, know your approach, know your material and know the speaking environment.

Step Two: Preparing for Your Message

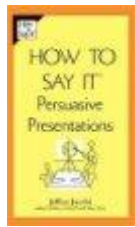
One of the most important steps to preparing and presenting with confidence is by determining the key points that you want your audience to remember. Moreover, it is vital that you structure your thoughts, so that you send a clear message to your audience. Furthermore, add stories, create a strong opening that will capture the audience attention and close strong by reiterating your point of view.

© Copyright, 2012. Shiketa A. Morgan

All rights reserved. No portion of this book may be reproduced, or transmitted in any form or by any means—electronic, mechanical, photocopy, recording, scanning, or other—except for brief quotations in critical reviews or articles, without the prior written permission of the author.

Step Three: Practice Makes Perfect!

It is really true that practice makes perfect. The more you practice, the more confident you will be. Practice your presentation out loud, so that you can have a sense of how the words sound. Be sure to use words that are easy to pronounce and keep it simple. Try practicing in front of a mirror, with a video camera or in front of friends or family. Practicing in front of people is a sure way to gain confidence.



Great Book to Read

[More Presentation Books](#)

[Presentation Videos](#)

Stop Wasting Time and Take Control of Your Time



If you get control of your time, you will get control of your life. ~ Bob Harrison

I have been evaluating how I spend most of my time in my business and in my personal time. I have decided to do more of what gives me a higher pay-off. A High pay-off for me is doing the thing that is most fulfilling such as; spending time at home with my family, making sure that my business is operating on a successful level, writing blog post/books that inspire others and to empower my employees to succeed. Anything that does not line up with those high pay-off areas, I delegate to someone else to free up more of my time to do high pay-off tasks.

I have been listening to an audio series by Bob Harrison (*The Increase Doctor*) titled, "Time Increase." In the series, Bob Harrison talks about the importance of doing things that will give you a higher pay -off and the benefits of delegating task to others; most of all, do most of what you are good at.

One thing that I heard Harrison say in the series that really inspired me to evaluate how I spent my time was, "*You have 168 hours a week and what are you putting in your 168 Box Cars?*" He compared the 168 hours that we have a week to a train and that we must be careful of what we put in the train.

I want to inspire you to evaluate how you spend your time; do more of what you love, delegate low pay- off items and start taking control of your time. Most of all, start seeing some results!

Here are some examples of what I define as High-Pay Off and Low-Pay Off task

High Pay-Offs

1. Marketing your Business
2. Planning for your Business Growth
3. Evaluating the Daily Operations of my business
4. Delegating task that can be done by someone else
5. Attending Training Seminars that are related to your goals for the year
6. People Development...Training Staff/Others
7. Short to do list
8. Doing High Priority task first

Low Pay off Items & Time Wasters

1. Spending too much time reading email
2. Spending more than 30 minutes scrolling through social media sites
3. Long conversations on the phone when you could be planning, reading a business book or spending time with family
4. Long to do list (10 or more important task a day)
5. Subscribing to blog and websites that do not provide you with information that lines up with your goals
6. Handling unexpected situations that occur throughout your day

Seasons of Business



*To everything there is a season,
and a time to every purpose under the heaven.*

~Ecclesiastes 3:1

After about five years as a business owner, I realized that there are seasons in Business. The seasons that I love are the seasons of gain, restoration and enjoyment. I enjoyed those seasons because of the joy that I experienced seeing my business grow and experience increase.

The seasons that I enjoyed the least were: lack, warfare and labor. During these seasons, it seemed like I worked longer hours, business was not so great and I felt like I was on a battle field.

I have been a business owner for over 12 years now and experiencing all of the seasons above has taught me to be patient and to enjoy every season, because they all work out for the good of your business.

My Story....

When I expanded my business in 2003, I was so excited to have moved my business out of my home. I had the money to get started and the business was fully equipped to operate. The problem was...I didn't market my business well and my enrollment was very low. With the help of family and patience, eventually the enrollment increased. From 2003- 2005, Business was great!

In 2005, I began to see lack in my business. Families were moving out of the area, which forced them to move their kids to another childcare facility. I was so discouraged and my faith was very small. I contacted my pastor and he recommended that I meditate on the bible verse, *Phillipians 4:6*, so that I can get peace on the inside and begin to see peace on the outside.

As I began to focus on the good in my business, build my faith and confess increase over my business. Things began to improve. Families that left the program came back and I even started a waiting list. This was a season of restoration and renewal!

Going through those seasons, has humbled me and taught me to have an attitude of gratitude. Most of all, I realized that my business will only rise to the level of my faith. Furthermore, don't let what you see affect how you feel.

Now I am in a season of enjoyment. I am currently enjoying the fruit of my labor, working less hours and teaching others what I know. I could not have made it to this point if I had given up during the seasons of lack or warfare.

I do not know what season your business is in right now; however, just know that you determine how long your season will last by having an attitude of gratitude and just knowing that seasons change.

So, be patient, enjoy every season of business and just know that it all works out for your Good!

10 Ways to Drive Results with Social Media Site "Twitter"



Social media is the new way to promote. ~ Gary Parsons

In a recent survey, Twitter topped the list of social media outlets, with 74 % using blogging site, 71% utilizing facebook and 53% of the companies used Youtube. I completely understand why Twitter was at the top of the list, because Twitter is also where I have gained new customers for my internet marketing businesses, my childcare business and connected with other freelance writers.

Also, Twitter is a great way to send information and attract traffic to your website. One of the things that I love about twitter is the fact that you can follow people from all over the country; check out how others are marketing their products and service with 140 characters or less.

I have been an active facebook and twitter user since 2009. However, I find that the more that I tweet, the more followers I get.

Here are 10 ways to drive results with twitter and send traffic to your website:

#1. Share Inspirational Quotes. People love to be inspired and this is a great way to brighten up someone's day. Most of all, quotes increase your chances of having your tweets retweeted.

© Copyright, 2012. Shiketa A. Morgan

All rights reserved. No portion of this book may be reproduced, or transmitted in any form or by any means—electronic, mechanical, photocopy, recording, scanning, or other—except for brief quotations in critical reviews or articles, without the prior written permission of the author.

#2. Retweet Your favorite tweets. When you see tweets that you love, do your followers a favor and "retweet" their tweets. When their followers see your tweet "retweeted," they are compelled to follow you. "This is a great way to build relationships on twitter and connect with others. Tweet with the golden rule in mind: *"Do unto others as you want them to do unto you."*

#3. Connect with Like Minded Business people. I own a childcare business and I am a writer. So, I tend to follow others that are doing what i am doing, But like a "Pro." This is how I freshen up my business and writing skills.

#4. Educate your Followers. Don't just ask for the sale, educate your followers. When you tell your followers how your product or service will improve their life, this will attract them to your website. Ex. If you just published a Book, Share a one liner from the book and then the link where your book is on sale, for followers to purchase the book. If you tweet, "Buy my book for \$9.99," your link may get a click from people that you know, but not many.

#5. Automate your tweets. When you have thousands of followers on twitter and your followers have thousands of followers, your tweets can get lost in the news feed. It's a good idea to send automated tweets out daily with the use of social media marketing tools; at least 3-6 times a day at least every hour. I have some followers that tweet evey 5 min. However, I get tired of seeing their tweets, "TOO MUCH INFORMATION." Social media tools that I use are [Hoot Suite](#) and [Social Oomph](#). (They are FREE to use)

#6. Use Your Own Name. Gary Parsons, a founding board member of NPAA, recommends that we use our own name, build relationships and build friends while using social media.

#7. Use a Festive back Ground. A festive twitter page will compel others to follow you. A great way to liven up your twitter profile is by using [Twitbacks!](#)

#8. Your Profile Message. Be sure to tell the world what you do in very descriptive terms. When I visit someone's profile and I see is their name, I do not follow that profile. If you are a singer and a dancer, your profile should indicate that. This is also a great way to attract like-minded people to you and business.

#9. Add Your Website to Your Profile. If you have a blog or website, add it to your twitter profile. When followers visit your profile, they will click on your website and subscribe to your site, if they like your tweets. Again, this is a great way to send traffic to your website.

#10. Develop Social Media Listening Skills. Monitor your followers and pay attention to their "likes" and "dislikes." This will also provide you with some inspiration for your tweets that you share with your followers.

How to Go To another Level in Business



Focused Thinking Will

Take You To Another Level

~ John C. Maxwell

Are you ready to go to another level in business? If so, it is time to think on another level and get focused!

In January 2011, I set a goal for my childcare center. My goal is to upgrade the entire business. Each week I plan to buy new items and it is an awesome feeling to see my dream for my business come to pass one week at a time.

I realized that my dreams and goals will only come to pass with much focus. So, I decided to set a goal for each week, discuss it with my staff and post the goal on my dry erase board in my office to keep me focused.

© Copyright, 2012. Shiketa A. Morgan

All rights reserved. No portion of this book may be reproduced, or transmitted in any form or by any means—electronic, mechanical, photocopy, recording, scanning, or other—except for brief quotations in critical reviews or articles, without the prior written permission of the author.

Whatever your goal may be for your business, you will accomplish your goals if you are "**Focused.**"

Seven Steps to Going to another Level "*With Focus*"

1. **Focus on your priorities.** Do more of what you enjoy the most and what you do best.
2. **Find You Dream.** Once you discover your dream, keep moving forward and do not look back. The higher you go in business, the more focus you will need.
3. **Remove any distractions.** Distractions will hinder you from accomplishing your goals. Place a high value on your goals and remove yourself from distractions.
4. **Create Time for Focused Thinking.** Set aside some time daily or for focused thinking. For example. I think about my week on Sunday evenings and I create my focus the week at that time. On Monday Mornings, I focus on my priorities first, then email and other low priority task.
5. **Create Goals.** In order to stay focus, your mind need clear objectives. So be sure to set goals for your business. Setting goals gives your direction and a sense of purpose.
6. **Keep Your goal(s) Before You.** There are many ways to keep your goals before you including: a vision board write down your goals and post them. Whatever your method may be, just keep your goals before you.
7. **Question and evaluate your progress.** Periodically or at the end of each week, evaluate if you accomplished your goals or not. if you did, celebrate! if you did not reach your goals, evaluate why and get re-focused!

"The immature mind hops from one thing to another;

the mature mind seeks to follow through."

~ Author Harry A. Overstreet

© Copyright, 2012. Shiketa A. Morgan

All rights reserved. No portion of this book may be reproduced, or transmitted in any form or by any means—electronic, mechanical, photocopy, recording, scanning, or other—except for brief quotations in critical reviews or articles, without the prior written permission of the author.

Your Attitude Determines Your Altitude in Business



Have you checked your attitude lately? Do you deal with situations in your business with a positive or a negative attitude? Periodically, ask yourself these questions and write down your response.

The response that you see will help you to determine if you are moving forward successfully or not. Your attitude is a vital part of your success as a business owner and it must be checked on a regular basis.

In the book, *Attitude 101*, John C. Maxwell wrote: "Our attitude is the primary force that will determine whether we succeed or fail. For some, attitude presents a difficulty in every opportunity; for others it presents an opportunity in every situation. Some climb with a positive attitude, while others fall with a negative attitude."

Our attitudes are formed in our childhood; however, your attitude can be changed in the following ways:

1. Reading books that change the way that we think

© Copyright, 2012. Shiketa A. Morgan

All rights reserved. No portion of this book may be reproduced, or transmitted in any form or by any means—electronic, mechanical, photocopy, recording, scanning, or other—except for brief quotations in critical reviews or articles, without the prior written permission of the author.

2. Hanging around positive people
3. Looking for the good in every situation
4. Reading positive affirmations daily
5. Making a choice everyday to be positive, because your success depends on it!

Has your attitude affected your business in a positive or negative way? What have you done to change your attitude?

[Take this 2-Minute Attitude Assessment](#)

How to Become an Awesome Employer



People don't care how much you know, until they know how much you care. ~John Maxwell

Being an employer is not an easy job. As a matter of fact, it has been one of the toughest positions that I have ever held. However, after 13 years of being an employer, I have learned how to be an employer that my employees love to be around.

A phone call that I received the day that I wrote this blog post inspired this post. One of my relatives called me about an uncomfortable situation that she encountered with her boss. In fact, as I listened to her tell me what happened, I immediately recognized a lack of leadership in her employer.

I coached her through how to restore her relationship with her employer and how to keep peace until she can find another job.

My Journey as an employer has been filled with negative and positive situations. However, the most important thing is the fact that I have grown as a business leader and I have learned how to be an Awesome Employer. In fact, I have learned how to lead effectively and show people that I really care about them.

© Copyright, 2012. Shiketa A. Morgan

All rights reserved. No portion of this book may be reproduced, or transmitted in any form or by any means—electronic, mechanical, photocopy, recording, scanning, or other—except for brief quotations in critical reviews or articles, without the prior written permission of the author.

As I was preparing this blog post, I asked my Face book friends to describe an awesome employer and here are some of the responses that I received:

- They should be a people person on some level
- Understanding but firm and not show favoritism.
- Love what they do
- Always be willing to do any task you expect them to do
- Show kindness 365
- Be an advocate for your employees, especially in times of trouble. An employee wants to feel like his or her boss has their back at all times
- Be sure to tell employees when and what they do well.
- Thank them often.

I thought those were great responses and they are all so true. If you do not love people, being a boss is going to be a place of misery for you; understanding the people that you lead is very important along with being firm and not showing favoritism. Most of all, you must love what you do or your employees will notice it and they will not enjoy working for you.

After years of supervising employees, with the help of reading many of John Maxwell leadership books, I have discovered many ways of becoming an *Awesome Employer*.

Today I am going to share with you, 7 -Steps to becoming an Awesome Employer:

1. You must develop the leader within you by reading leadership books (see recommended resources)
2. Show people that you care for them.
3. Get to know your employees. Find out what they love.
4. Be a good listener
5. Lead by example. Model the behavior that you want to see.
6. Praise your employees; it just might make their day.
7. Allow them to communicate openly to you with respect and be sure that you establish reasonable personal and professional boundaries.

This is just a small list of things that you can do to and for more tips, check out my article, [10 ways to create a positive work place.](#)

Share Your Business Journey with your Children



I started my childcare business in my home when my daughter was only three and my son was six years old. I am still sharing my business journey with my children. In fact, we decided that this summer my daughter would spend 3-days a week at my childcare center with me. She helps with the children, food service, and housekeeping and even goes with me on my weekly business errands.

Now my son (21 years old), prefers to do maintenance work, he does not want to help with the children. He prefers to help keep up the outer appearance of the building including; washing the van, sweeping the parking lot or helping to wax floors when needed.

I was inspired to write this blog post, because I recently caught a glimpse of my daughter (15 years old) watching me while I was reading email several days ago. I

thought to myself, wow my daughter gets to experience what it is like to operate a business and I am excited to be the one to teach her.

It is my goal to continue to show my children how to operate a business and my dream is that they would be successful business owners someday. Do you have children? If so, I hope that you are planting seeds of entrepreneurship in your children at an early age by involving your children in your business endeavors.

Ways to Share Your Business Journey with your Children:

- Take your teenagers to networking events with you
- Place entrepreneur books and magazines where your children can see them
- Ask your children for their business advice
- Invite them to open your business mail or file in the office
- If you work online, invite your child to watch you work the internet!

Two Ways to Tap Into Your Creative Mind



Entrepreneurs are naturally creative and have innovative minds. After all, those natural traits of being innovative and having creative minds may be a major part of why you started your own business.

However, sometimes your thoughts and ideas can get out of control and cause you to get off track. Moreover, cause you to lose focus and start to feel overwhelmed.

In Dr. Wayne Dyer's latest book, [*Excuses Begone*](#), Dr. Dyer described two exercises that you can do to tap into your creative mind and take control over your thoughts.

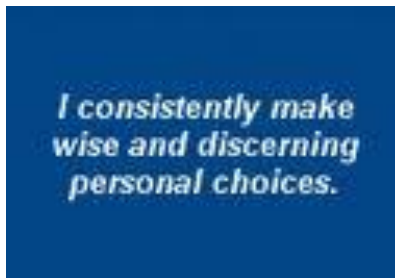
1. Quiet the Mind with Meditation. According to Dr. Dyer, this is a great way to give yourself access to your creative mind and eliminate unnecessary, unwanted and superfluous thoughts.



2. Using Positive Proclamations. Dr. Dyer wrote: " Rather than allowing your thoughts to insist that something is wrong or missing, retrain your conscious creative mind with beliefs such as these:

Example of a Proclamation:

What I desire here; I just haven't connected to it yet. It can't be stopped because my thoughts are aligned with the mind of God.



I have discovered that reciting daily proclamations or affirmations will keep you focused in your mind and it attracts to you what you really want and not what you don't want.

Tips on How to meditate, [click here.](#)

This concludes the Business Principles eGuide.

I invite you to connect with me on [Facebook](#) and [Twitter](#).

Please share your thoughts about this ebook by connecting with me via social media.



I wish you much Success in Your Business Endeavors....

~Shiketa

www.doingbusinessbyfaith.com

<https://www.facebook.com/shiketamorgan>

www.twitter.com/shiketamorgan