

TERRIE SANDERS



Ready
Set, SHINE



3 MISTAKES TO AVOID

Independent You ✓

SETTING YOU UP FOR SUCCESS

www.readysetshine.terriesanders.com.au

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READY Set, SHINE

Recently I celebrated that 30 years ago I had the courage to start my first business at the age of 23.

I am excited and proud about the fact that I was able to build from scratch, guide and manage my company for 13yrs. Since then I have conducted another two micro businesses through different times and topics.

Often I have people ask me about the key things I think are important when starting up a business. My observation is that with this all being so new and possibly overwhelming as one starts out, that there is more impact with pointing to 'what not to do'. So I have written for you my Top 12 Mistakes to Avoid as you set up your first business. Here are 3 of them. Join us in Fast-Track where we go through all 12 Mistakes To Avoid. In the meanwhile I hope these help you get going...

Cheers, Terrie Sanders.





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1 GIVING UP THE OLD FOR THE NEW

Whether you are speaking to people face to face or engaging via the internet, the old-fashioned etiquette for human interaction still applies.

There are no new marketing secrets for humans. We generally all still respond the same way – we don't like coercion, pressure or snobby "I know better than you".



The **method of delivery** of your values and your information however has new options to choose from. If you don't know how to interrelate with people happily and generously, no type of marketing can improve this for you. To build a business into many years ahead with a good reputation, your self-skills as an entrepreneur as well as a good understanding of humans will serve you well.



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2

IGNORING THE POWER OF REFERRALS

Who are your customers ? Where are your customers ?

It is easy to work so hard at defining who your customer is, where your customer is, how to market to them, that one can miss the obvious.



Someone who speaks highly of your work is such a compliment and should not be taken lightly or underestimated. They have the power of referral.

Ensure you have a quality product, quality customer service. Then respond professionally and timely to enquiries. Be grateful and reward your champions who refer to you.



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3

SPENDING BIG IN THE WRONG PLACES

Let's get real. No one knows about you yet.

Much advice for new setups is about spending money to deal with the 'masses' of people who will be swarming to work with you. Let's get real. No-one knows about you to start with.



Establish systems at no or very low cost that you can manage easily and will enable you to convert over to a more robust system when you are positioned to do so. There is nothing wrong with keeping things simple and everything right about keeping things manageable.

TERRIE SANDERS



About the Author



Terrie Sanders is an author, speaker and mentor in the areas of fresh thinking, happiness and productivity.

With her business background she mentors micro and small business owners who are new setups. As the creator of the Mind-Focus Matrix and The Art of Insightful Action she brings an understanding that is helping simplify mindset setbacks and free entrepreneurs to get on and enjoy - "happy relationships, happy bank account, happy life."



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