

# LEVERAGE YOUR STRENGTHS TO BOOST BUSINESS

By Arthur A. Hawkins II

Let your business feed off your strength. Most businesses that fail do so because they lack this foresight, strength, dedication and commitment.

Prepare yourself to deal with being in business, every day:

- Set goals & objectives
- Get focused
- Continually improve yourself
- Make the most of all your resources
- Get training and build skills
- Learn (i.e., take courses— college, university, trade school)
- Attend seminars, workshops & conferences
- Read everything you can get your hands on
- Use technology to your advantage
- Use your time wisely
- Study the paths of successful people then follow them
- Seek advice and use experts (business owners, consultants, accountants, bankers, attorneys, etc.)
- Listen to clients, employees, financiers, suppliers, distributors, etc.
- Develop actions plans
- Build your own personal "Info Network" and use it
- Get Street-Smart
- Eat right, exercise and keep a Positive Mental Attitude
- and Follow through — Just Do It! It pays off. HBM

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