

Top 10 Rules for Small Business Success

1. **Target**
You are not all things to all people. Decide on your niche--narrow your focus and broaden your appeal.
2. **Be Different**
If your competitors are doing it, don't. Stand out from an overcrowded marketplace where so much of the advertising and products look the same.
3. **Build a Team**
Don't hire an employee to fill a position. Employ a person to be part of a team to build your business.
4. **Be Fast**
Time is the most precious commodity. When delivery is expected Friday, show up Thursday afternoon. Return calls and emails now.
5. **Say Thank You**
A lot. Tell your customers and employees how much you appreciate them. Better yet, do it the old fashioned way: take pen to paper and write them a note.
6. **Be Consistent**
Make sure your business has a consistent look and feel. A customer must get the same flavour from everyone within your organization. Always.
7. **Smile**
Throw out the reasons you think people buy from you like price, product quality or your warranty. They buy because they like you.
8. **Fanatical Optimism**
The glass must always be half full. Attitude will always win out in the end and infect all of those around you.
9. **Sell Soft**
Don't ever hard sell. Solve problems. Satisfy wants. Do what is truly best for your customer.
10. **Leave Your Comfort Zone**
Never accept the idea that this is the way you've always done it. Never accept that a new idea or technology could never work for you.