

Press Release

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The Secret to Success in Business

There is no real secret to success. It is a combination of factors including hard work, tenacity, ongoing education, adapting to change, and yes, a certain amount of luck.

Mostly, success in any field is about being aware and taking advantage of your own skills, resources and knowledge. Many highly successful people will tell you they were just "in the right place at the right time". Being in the right place, though, is often due to knowing what is happening and being there to take advantage when it does happen.

Here are fifteen tips for having success in business:

1. Believe in yourself
2. Recognise your strengths and weaknesses.
3. Think, plan and take your time.
4. Plan ahead and always have contingency plans in place.
5. Be prepared to take calculated risks.
6. Be prepared to change, and aware of change, but only if it is advantageous.
7. It is not always what you have (money, facilities, assets, etc.), it is how you use it.
8. Usually it is better to expend more time and effort in those areas where you get the most benefit, or look at alternative pathways with potential higher returns.
9. Always be different -try to think laterally.
10. Look at ways to add value before you, your services, or your products hit the market.
11. Know what your business is.
12. You need to give people a reason to spend money with you rather than with someone else.
13. Always have a fall-back plan.
14. Watch for changes in your industry and the external environment.
15. Diversify your sources of income when you can (e.g. investments, another job) to support you through lean times if they occur.

Read this article in more detail here:

www.thecareersguide.com/page.aspx?id=255

The Careers Guide provides career and small business advice. Careers profiles, advice, course counselling: www.thecareersguide.com

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