

The Handbook for Business, the Bible

Don't faint in times of adversity

Recently, I spoke with two business owners, each facing adverse times.

...One was about to close down, blaming a lack of customer support for his demise

...The other was losing out to online sellers, convinced he couldn't compete.

While there were some external factors, I contend the plight of both owners was largely, self-inflicted.

I even wonder why they went into business!

I'll tell you why! To make money. But adversity exposed this as a flawed marketing model that makes money in good times but so often fails in tough times.

...This model requires customers to make the first move and to remain loyal to the business.

I was a customer of both businesses. Over the years, guess how often they contacted me to offer products I needed or special deals? That's right, NEVER!

...In effect, they fainted, allowing other operators to lure their customers away!

My counsel for business owners:

It doesn't matter what's happening in the economy or how competitive your marketplace is; these can be your boom times by following this 3-step marketing model...

1. Get your purpose right - from making money to solving your ideal customer's problem
2. Get your focus right - from looking after the till to looking after people
3. Get your messaging right - from talking about you & your business to talking about customers, their problem & your unique solution.

HANDBOOK COUNSEL for today: Proverbs 24:10 - New King James...

"If you faint in the day of adversity, your strength is small"

...There's no need to faint; seek strength and wisdom from the rightful owner of your business, Jesus

...His advice is feely given in the Bible; follow it and you won't faint in times of adversity!

Proverbs 24:10 - Other versions:

NLT, *"If you fail under pressure, your strength is too small"*

KJV, *"If thou faint in the day of adversity, thy strength is small"*

CEV, *"Don't give up and be helpless in times of trouble"*