

# Our Handbook for Business, the Bible

## Watching the ants

I'm sure you've noticed...

1. Ants don't just stand around
2. They GO OUT into their world to gather food
3. And...they can only prosper in their colony; left alone, an ant will die.

**There is a great business lesson here:**

- \* The best operators GO into their world, the marketplace with a customer-focused mindset and message to draw them in
- \* Under-performing operators STAY, with a self-focused mindset waiting for customers to initiate a sale.

Maybe this latter group were taught to '*mind your own business*' or '*don't be a sticky beak*'

But today, a go-to mindset is needed because customers have more choices; they're also picky, time-poor, more demanding and less loyal than in the past.

**My counsel for business owners:**

Be proactive with your prospects & customers; GO into their world; enter their conversation; identify and solve their problem, not yours.

To do so requires more than copying the opposition; placing some ads on social media; or offering a discount. The greatest opportunity for business success is to first, communicate LOVE to people; then communicate VALUE to the transaction.

Note, 'communicate' is a verb, an ACTION word; and there's not much action when you're standing around, waiting for people to come to you!

For example, how is it possible that in 43 years going to the same menswear store, I haven't received one phone call or email?

I trust your customer nurturing, serving and follow-up systems are better than this!

And be encouraged: If you understand and apply this ANT principle you will prosper in business.

**THE BIBLE, our HANDBOOK, counsel for today: Proverbs 6:6 - Expanded Bible ...**

*"Go watch the ants, you lazy person. Watch what they do and be wise"*

**Other Scriptures (NKJV):**

**Proverbs 30:25,** *"The ants are a people not strong, yet they prepare their food in the summer"*