

Our Handbook for Business, the Bible

The good old days

In a world going mad, people reminisce about the good old days, maybe hoping for a semblance of them to return. But it's not wise to dwell on the past; our focus needs to be on **present issues** and **future opportunities**.

In business, disruptive change is happening at breakneck speed; no wonder many feel left behind:

...Consider the impact of AI (giving everyone access to all the world's information & knowledge)

...Or how search engines like Google now ranks websites

...Or social media's influence on your customers, sales and messaging

...Or how competitors are luring customers away with better deals or cheaper prices.

Sadly, 000's of businesses couldn't keep up and have already fallen over; many more will in the coming months.

Oh, for a return to the good ol days when business seemed a whole lot less complicated!

My counsel for business owners:

To get an edge in the marketplace you must develop an A-Game and bring it to the table.

To help ensure success, you have access to the best life and business-building handbook in the world to lead you into that future. Ignore it at your peril

There are 3 specific areas where I encourage you to forget the past, be mindful of the present and ramp up your preparation for the future:

1. **Website content** must align with the latest search engine algorithms; if not, your site will rapidly lose ranking & relevance
2. Stop trying to be everything to everyone; instead, work out **what you are the very best at** in your marketplace and what you're only average at; then focus on the former, organically building a community of loyal followers in that premium niche
3. Buyers want a **path-of-least-resistance** when completing sales transactions; so, create such a path, whereby you *"make & keep a promise at every point of contact on their buying journey."* This ensures they have a frictionless, 5-Star experience...and become part of your loyal community!

The Bible, our Handbook counsel for today, Ecclesiastes 7:10, New Living Translation...

"Don't long for the good old days, this is not wise"

"Don't long for the good old days...you don't know whether they were any better..." Living Bible

Other Scriptures (NKJV):

Isaiah 43:18, *"Do not remember the former things, nor consider the things of old"*

Luke 9:62, *"...No one, having put his hand to the plow and looking back is fit for the kingdom of God"*

Proverbs 4:25, *"Let your eyes look straight ahead, and your eyelids look right before you"*

Philippians 3:13, *"...forgetting those things which are behind and reaching forward to those things which are ahead"*