

Our Handbook for Business, the Bible

Fainting under pressure

I remember speaking with two (menswear) shop owners, each facing adverse times.

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

...The other was losing to online sellers, convinced he couldn't compete; so he was downsizing into a smaller shop

While external factors did impact their operations, I contend the plight of both owners was largely self-inflicted. In one sense they fainted under pressure.

The truth is, they were only in business to make money, and customers were just a means to that end. That is, until their flawed marketing models were exposed...

...Models that make money in good times but so often fail in tough times or when an industry is disrupted.

...And business owners who think like this always require customers to make the first move; then to remain loyal. But I say, why should they?

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

In effect, they allowed other operators to lure their customers away! Sorry, no sympathy. And yes, I did offer to help each owner, but both declined.

My counsel for you, as a business owner:

There's no doubt we're living in adverse times! But it doesn't matter what's happening with the economy or your competitors; these can be your boom times if you learn, understand & implement this 3-step marketing strategy, built upon the principle of communicating love...

- 1: The right PURPOSE as you go from making \$\$ to serving the needs of your ideal customers
- 2: The right FOCUS from looking after you and the till to looking after others
- 3: The right MESSAGING from thinking & talking about you & your business to talking about customers, their real problem and your unique solution.

The Bible, our Handbook counsel, Proverbs 24:10, New Living Translation...

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

Some versions declare, "you are weak" but there's no need to be small or weak because in the Bible, we have the greatest wisdom available for prosperity & success in business that also glorifies God.

Other Scriptures (NKJV):

Isaiah 40:29, "He gives power to the weak, and to those who have no might He increases strength"

Hebrews 12:3, "...consider Him who endured...hostility...lest you become weary and discouraged..."

Revelation 2:3, "...you...have labored for My name's sake and have not become weary"

2 Corin. 4:8, "We are hard-pressed...yet not crushed; we are perplexed, but not in despair..."

2 Corin. 4:1, "...since we have this ministry, as we have received mercy, we do not lose heart"