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# Essential building blocks of business success



**Nicola Semple**

Helping mums build a business  
with ease



<http://nicolasemple.com>

# Get the building blocks right and the rest will fall into place.....

***First of all thank you. Thank you for taking the time to download this report and taking the first step to building your business with ease.***

All too often I see business owners get worked up about the ‘mechanics’ of running their business and doing lots of busy work. I encourage you to take a step back and think about the essential building blocks that you need to have in place to make your business successful and profitable.

None of these building blocks are rocket science..... you may even have thought about them before. But it is easy to lose sight of them when you are caught up in the day to day of running your business.

*Grab a cuppa, have a read and then genuinely think about how these building blocks apply to your business. I promise it will make all the difference.*

# 1

## Your Why

### ***Why have you decided to set up your business in the first place?***

I am guessing you are going to say it's because you want to have the flexibility to be there for your family.

But [why have you decided to set up your particular business?](#)

What is it about your business that inspires and motivates you?

Does it inspire and motivate you? If not, are you in the right business?

Having crystal clear clarity on your [‘why’](#) is absolutely crucial to keep you motivated. You need to have a clear vision of what you are working towards and why you are doing it.

If you don't know what you are working towards and why then how will you ever know if you have achieved your goals?

**‘What is it about your business that inspires and motivates you?’**

# 2 Your clients

## ***Your customers/clients are the lifeblood of your business.***

Do you know exactly who your target client is? If your answer is 'everybody' then you need to think again. If you try to appeal to everybody your message will be so bland that it will appeal to nobody.

You might find it scary or daunting but you've got to find your niche. You've got to find that one group of people who are going to absolutely LOVE what you have to offer, who you are going to be able to HELP immeasurably and who will be so desperate to buy from you that they won't even ask how much you charge.

You need to understand your target client in a huge amount of detail – where do they live, where do they spend their money, where do they spend their time online and offline? Having a clear profile of your [target client](#) will transform your business.

If you try to appeal  
to everybody you  
will appeal to  
nobody

# 3

## Your Product/Service

***Does the product/service that you offer solve a problem for your target client or make their life easier in some way?***

If you design your product or service with your target client at the front of your mind then you know that you have something that people actually want to buy.

Rather than deciding on your product/service and then searching for somebody to buy it, think about it the other way around.

Talk to your customers or your [potential customers](#). Find out what they want and how you can help them.

This type of research takes very little time but will make a massive difference to the success of your business.

*What do your customers want and how can you help them?*

# 4

## Your Plan

### ***How do you fit your business into your life?***

Running a business around your family is no mean feat.

You need to be clear about how much time you have available, and what you want to achieve in that time.

You need to have a clear vision for your business and know what you are working towards.

Then you can be [clear on the activities that you need to complete](#) and by when.

If you run your business in a haphazard 'fitting it in when you can way' you won't achieve the results that you want and you will feel like you are on a constant hamster wheel of working but getting nowhere.

***What do you need to get done and when are you going to do it?***

# 5

## Your Actions

### ***Your actions will make or break your business.***

You can have the best plan in the world. You can have the best of intentions but it's your actions, [what you actually DO on a day to day basis](#) that is going to move your business forward and create the profits that you are dreaming of.

I know that you don't have a lot of time to build your business but you've got a choice.

You can decide to [put the effort in](#), make the sacrifices, work on your business and reap the rewards..... Or ..... you can talk about building your business but get distracted, waste your time and not make any progress at all.

***The choice is yours. What action are YOU going to take today to move your business forward?***

*What action are you going to take today to move your business forward?*

# Do you need some help getting your building blocks in place?

My 'From Passion to Profit' Programme over in the Mum's Business Academy could be just what you need to get the focus, clarity and business skills to make your business more successful and more profitable.

We cover your business vision, planning your work, finding your niche and identifying your target client, your marketing plan, social media, networking and so much more.

You can access all of the training online anytime, anywhere so you can fit it in at a time that works for YOU.

There's also a fabulous community of ladies ready and waiting to support you with growing your business and we have monthly virtual meetings to keep everybody accountable and moving their business forward.

***What are you waiting for? Find out more at:***

***<http://mumsbusinessacademy.com>***