



for years (and maybe never) so save your money and focus on what will build your business.

What about training and consulting? Spend a bit of money learning some traditional marketing theory and then amend and adapt it to the realities of today. Traditional marketing is based on formulas that worked in the 1950's and 1960's. If you are learning to market using fear and greed, or if you are going in the direction of marketing materials that don't capture the essence of who you are, then you are on the wrong track.

Today you must understand your Value Proposition, and you have to learn how to help your customers and clients be open to listening to you. These are the core facts of life for entrepreneurs today. Anything short of the new information on business building will leave you feeling as if you are a failure. And you needn't be a failure or feel like one. I cannot even count the number of people I have talked with who have taken traditional marketing and selling training but find the information unhelpful at best and a huge waste of time and money at worst. They feel bad because the info isn't working. I know it's not working because it's not what they need. They need a simple system based on sound financial information, their real value to their clients, their professionalism and consequently a core sense of confidence in themselves.

Take care of your financial house, focus on your core business, understand and then amend traditional marketing and selling so they reflect the real you. These are the critical stepping-stones to your business development. Save yourself thousands of hours and tons of grief and put your horse before your cart (but don't forget to bring along a shovel because things happen).

Until next time -feel free to contact me with any questions or comments.

Your Confidence Coach in Los Angeles, Kathleen Schulweis

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