

BUCKS COUNTY

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COMMERCE CORNER

How to win the game of life

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Life is like a tennis game. Are you in the stands watching others play or are you on the court? If you're playing the game, are you winning or losing?

To be a winner in the game of life, you need a strategy. It's not enough to just show up every day. You have to have a plan.

The first step to getting in the game is to be honest with yourself. Are you going in the right direction? What is your plan for your business development and for your life? Change can be risky and uncomfortable, but if you want more out of life, you must choose to make changes.

Have you designed a plan? Is this the year you'll book those seminars, write articles and take some risks? Do you delay taking action because you don't have a Web site or because you want to work on your marketing materials? Are you making excuses that are delaying taking action?

It's time to get on the court.

Want more clients? Let's make it a game. I know a lawyer who is quiet, smart and a marathon runner. He did no business development. He is not comfortable picking up the phone to ask for business or going to a networking event.

But he has created a plan. and he has already started his daily action plan to reach out to referral sources and centers of influence. He realizes that, to market his business, he must stay focused and be consistent. Just like training for a marathon, by making one call a day and setting up meetings with decision-makers he, too, can reach the finish line and increase his client base and income dramatically.

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For more information on the Lower Bucks County Chamber of Commerce, call 215-943-7400, go to www.lbccc.org or visit the chamber's offices, 409 Hood Blvd., Fairless Hills.