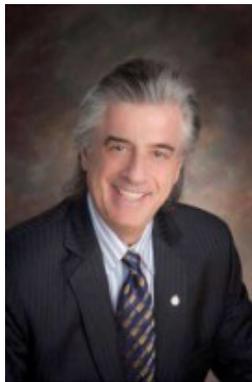


What Drives Your Business

You may have the best opportunity, best support and infrastructure, but if your prospects cannot feel like they can trust you, the rest of your offering will mean very little

by **David Feinstein**

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“If you don’t drive your business, you will be driven out of business” -B. C. Forbes.

This brings up the most important question for the New Year. What drives your business? Do you have a strong value set that your prospects understand and relate with constantly? Many times in the news, we see big businesses collapse on itself, because they lack a basic philosophy that connects with their audience.

This can happen to small businesses as well. You may have the best opportunity, best support and infrastructure, but if your prospects cannot feel like they can trust you, the rest of your offering will mean very little. If you do not already have a core value to offer, in the next section learn how you can create one.

Developing Core Value

Developing your core philosophy does not require endless hours behind the screen. What are your ethics? This is a good starting place to develop ethical values to help drive your business. The principles that you want in an offer, should offer value and meaning.

Your business has to stand for something, and what principles it offers will show up in most aspects of your marketing. An

empty mission makes a business look shallow and untrustworthy.

The value statement does not need to be as long as a book, but it should be clear and precise. If you can incorporate it into a strategy, this practice will make it more transparent and digestible.

Consider developing the one paragraph mission carefully. You want to put this on your website, so that your visitors understand who you are, what you do and how you do it and what is in it for you.

Now, creating this paragraph and keeping it in the dark does nobody any justice, you cannot just write this up and do nothing with it; the principles are executable truths.

One key point is developing a difference from the rest of the pack, what makes you stand out?

Once you have developed the values, you can move onto the next step.

Implementing the Drive in Your Marketing

Where is the best place to display your new-found values? The homepage, of course, but you can add touches of it to other pages as well. Turning the mission into a strategy should not be difficult; it requires a little change to your day-to-day stuff. Once you implement the changes to the way you market, it will become natural. Most of you may be doing this already. You may need to write it down and publish it for your visitors and prospects. It is okay to drop an update to your leads about changes to your mission. So the question remains, what drives your business? If it is not a mission, then developing one could transform your whole look on the business. Once a year look at the core value and make any changes as you see fit. Your business will change, and keeping the values up to date will ensure a smoother transition into the next quarter or year.

David L. Feinstein, noted business coach and home business entrepreneur, is the author of various articles and books that help to empower individuals. To get the real innovative marketing knowledge and

training, so you can be at the cutting edge of using technology to build your internet network marketing business correctly, visit; DavidLFeinstein.com .



David L. Feinstein has been published by Pro-Publishing Company of California, for a series on Leadership books.

Exposure to business at an early age along with cultivation of artistic talent in writing is the background that David Feinstein brings to his business associates, prospective candidates and audiences alike. His experience throughout his career in sales and marketing and having owned and operated his own international accounting & financial management services company, is a key success factor in helping develop his international notoriety in the network marketing industry.

David and his wife, Ann have been significantly involved in direct marketing and direct sales for 21 years, serving as a distributor (team member), speaker, trainer, Top Leader, and author in the industry on a worldwide basis. Working together, they coach, mentor and train those seeking empowerment, greater self esteem and branding image, and training people seeking financial success and personal life freedom. David and Ann have grown their business that today spans over 40 countries with over 65,000 team members.

For more information go to: www.AnnandDavidFeinstein.com

David & Ann's personal passion of "showing people there's a better way" to market their business lays the foundation for the inspiring and motivating topics they speak and teach on.

Innovative, creative, interactive and dynamic, David & Ann speak on topics in marketing and sales that most professionals find difficult or challenging to understand. Applying their unique and visionary approach easily, safely and comfortably draws audiences in from the beginning and keeps them engaged until the end. Their extensive knowledge in marketing and sales makes these topics easy for audiences to

understand, as they address and speak from their personal experience and with authority and passion.

Mr. John Fogg of MLM/Network Marketing, author of *“The Greatest Networker in the World”* has said the following about myself and wife/partner Ann:

“It’s been a looonnngg journey from their “weird” first exposure to network marketing where Ann— a Park Avenue Research Consultant, and David— the owner of an entertainment management firm handling the careers of rock stars such as (the early) Rolling Stones, Led Zeppelin, Michael Bolton, Cyndi Lauper, Phil Collins, and other famous others, found themselves at a meeting full of strange “new agers” from Sunrider— that was 21 years ago— to where they are today: Significant six-figure income earners with Agel Enterprises leading an organization of more than 65,000 people in 40+ countries around the world.

Above all else, Ann & David are focused on mentoring and leadership. Their combined expertise in recruiting, coaching, training and international development has made Ann & David much sought after direct sales business experts.

The Feinstein’s approach marries both classic MLM and the technology advances of the Internet and social media. The first people they have their new people speak with are family and friends, they do meetings, build for and around events and David even unabashedly asks people, “Do you keep your business options open.”

They meet new people through weblogs, electronic newsletters, Twitter and Facebook leveraging their time and global reach. The business is all about relationships and giving value for Ann & David Feinstein... and consistently building their brand.”