



James Schramko here with a business tip. This is a really powerful technique for overcoming challenges. This is called my question technique.

When Challenges Come Along

When things come along, when challenges come along, firstly I don't call them problems. I refer to them as challenges. And the second thing is, I turn them into a question.

So, yesterday, I went to a breakfast meeting with someone and when I got there, he'd already eaten his breakfast and then he talked to me for the next 45 minutes about his business. And I was getting very, very hungry. He didn't offer tea or coffee or breakfast or anything. And by the end, we shook hands and I left. I didn't enjoy the meeting at all.

Create An Agenda

So the question I ask from this challenge is, "How do I avoid being in this situation again?" And what I do is I come up with the answer. I create a need for an agenda. So, when someone wants to meet me with my valuable time, and they want to suck my brain, then what I'm going to do is ask the agenda, or say:

"Hey, what's the meeting about?"

“Where are we meeting?”

“When we’re there, is it a breakfast meeting, or is it just a coffee?”

And I want to make sure, because I could have eaten breakfast before I went to this meeting, had I known that it was a fake breakfast meeting.

The Big Deal

So, here’s the big deal. When you’ve got challenges in your business, ask yourself the question. The best tool that I use for this is a whiteboard. I put up on the top of the whiteboard the question and then I answer it or I might even ask for help from my friends or peers.

Question For Today

So the question today might be:

“How do I drive extra traffic to my business?” or

“How do I drive extra traffic to my business without using Facebook?” or

“How do I convert more of the traffic that comes to my website?” or

“How do I convert more of the traffic that comes to my website without changing the offer?”

In other words, how do I improve the usability or the conversion process. Or I could say, “How do I improve the conversions for traffic coming to my websites by changing the offer and not changing the layout of the site?” This forces clarity. It forces innovation and hopefully it’s a self-diagnostic questioning technique that’s going to grow your business.

Your Action Step for Today

I’m James Schramko. I hope you’ve enjoyed this. Today’s action step of course is to go and ask yourself a hard hitting question. See if you can get a good answer, and then implement it and see what results you get.

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