



3 Tips for Balancing Growth and Freedom in Your Business and Life

1. Take a human-based approach to business.

When you're focusing primarily on helping human beings rather than obsessing with your bottom line, you'll have long-term relationships with your clients that will sustain your business with less work than having to continually chase new clients with less lifetime value.

Along this line of thinking, focus on transformation rather than transactions. Approach sales as defined by Neil Rackham: Sales is just the process of change from the current situation to a better alternative situation. Think of a sale not as a closing, but an enrollment, where the door is open for follow-up and a long-term connection.

Game-changing tip: Get people on the phone. When someone buys from you online, call them on the phone to congratulate them. Call them as well to ask why they got started, what problem they're looking to solve. If you have a solution, offer it. And then follow them up every couple of weeks to a month. This has been known to grow revenue four to 10 times.

2. Know what you want.

Many business owners grow a business only to have it become something that they hadn't expected or wanted in the first place. It might become a demanding, time-sucking system, or an enterprise that requires things of them not in line with their personality.

Ask yourself the following three questions when making decisions:

Number one: What do I want? Not what your employees or family members or clients or friends want, but what you want. Have you let go of your personal values to make other people happy?

Number two: Who are I? Not titles or labels or accomplishments, but who you



are as a human being.

Number three: What are my core values? What do you stand for? When was the last time you evaluated the personal values that you live by?

3. Work with the right people. This will let you achieve more success with your clients while avoiding unnecessary stress in your business dealings.

Dan Sullivan suggested the following five filters:

One: Enhance. When you and this person come together, do you enhance each other?

Two: Appreciate. Do you appreciate each other in gratitude and in what you're doing?

Three: Utilize. Are these people whose products you would buy and use, and vice versa?

Four: Refer. Would it be easy to refer these clients without financial incentive?

Five: Financial reward. Will working with this client be worthwhile financially, both for you and for them?

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