



## 7 Smart Pointers For Business And Life

### **Constant evolution**

Software is a very fast-evolving enterprise. You can't just build it and let it sit. You need constant research and development. Survey your customers, see what they're doing with the software. Listen to the feedback, good and bad. How could the product be better? What features could you add?

### **Beware of perfectionism**

Many people believe you need venture capital and a big business plan in place to properly launch your software product. The reality is, you can pre-sell a prototype, get cash flow going, and work on polishing up your product while people are already using it.

### **Learn from the competition**

You can test the validity of your idea, not just for software but any product, by looking at how others are already selling. Go to services like Clickbank.com or JVC.com. Search the products in their marketplaces and reverse-engineer your competition. If a vendor is popular or has a high sales volume, get on their email list. Check out their sales copy and the kind of marketing they're doing. How do you measure up?

### **Align with the right people**

A smart and highly-effective way to avoid the pitfalls of a venture is to study successful people and what they've done, what models they're using. Strike up a relationship and enlist their advice if possible. This is one of the opportunities offered by live events, the chance to form connections that can be beneficial in business.

### **Invest in learning**

There's no shortage of resources out there teaching the essentials of internet marketing. Among the most valuable skills you can study are selling, copywriting, driving paid traffic and how to research and develop a product. Find out who the experts are and learn from the training they offer.

### **Take educated gambles**

If you live to be 80, what things will you regret not trying, looking back? Minimize your losses in business and life through due diligence, but do take calculated risks. And when things don't work out as planned, simply pick yourself and keep going.

### **Have a success mindset**

People often overlook the effort behind great achievements. If you plant in your mind that you can accomplish something, and if you do everything in your ability to get there, the chances are better that you will reach your goal than if you decide you're out of luck and make no effort at all towards your vision.

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