

## The More You Do

You have heard the old saying, "The more you do of what you are doing, the more you will get of what you've got."

To make 2008 your most productive and highest paid year so far, you will have to do something different from what you are doing today.

There are only four ways that you can change your business and your life.

**1. You can do more of certain activities.** Obviously you should do more of the things that are working the very best for you already.

You should use more of the marketing and sales methods that are getting you face to face with the best customers.

It is amazing how many sales people lose track of their most effective selling methods, including networking on a regular basis. Sometimes, the very best thing you can do is to get back to doing what is already working the very best for you.

**2. You can do less of other things.** Many people fall into a comfort zone of doing things that are not working particularly well.

You only have so many hours each day. If you spend your time doing things of low value, that time is no longer available to you to do things of higher value. You should do less and less of those things that are giving you few results, so that you have more time to do more of those things that are giving you better results.

**3. You can start something brand new.** In a time of turbulence and rapid change, with customers, markets, prices, demand, and competition changing every day, you must continually be open to starting something you have never done before. Perhaps the most important thing you can do is to commit yourself to being an aggressive, continuous, life-long student of the profession of selling.

**4. You can stop certain things altogether.** Look over all of your business activities and be willing to eliminate any activity that you would not start up again given your current state of knowledge and experience.

Top people are always open to the possibility and the need of doing something completely different. They are willing to take the risks and the potential failure that go with embarking on any new course of action.

In summary, continually ask yourself the question, "Is there anything in my life that I should do more of, less of, start, or stop?"

These questions will help keep you on track and become one of the highest paid people in your industry.