



## **Understanding the importance of consistency in starting a business!**

**By: Robert Raymond**

As I look across the board in my office with all our licensing owners' names on it I see different success rates among everyone. Some of our new licensing owners have become successful very quick. Others have been in hiatus mode for much too long- I see the defining key being one word which is- **Consistency!**

I see that the owners who are most consistent in there marketing efforts on a daily, weekly and yearly basis become successful much faster.

I see that owners who are consistent in finishing tasks and not doing 10 tasks ½ force become successful much faster.

I see the owners who follow the business model set forth and do not stray to far from there initial objectives and goals become successful much faster.

I see the owners who are consistent in pursuing hiring trainers and improving the model on a daily basis become successful much faster.

I see the owners who are consistent in obtaining vendors and business associates on a regular basis become successful much faster.

I see the owners who are consistent in setting daily, weekly and monthly goals that extend out to an overall goal are successful much faster.

I see the owners who are consistent in developing relationships and willing to put forth that extra effort to make them work become successful much faster.

I see the owners who are consistently bothering Darrell, myself, Kent, Stacy, Brian and the rest of our staff for help become successful much, much faster. That's what we are here for!

I see the owners who are consistently coming up with new ideas and plans and following through on them until the end become successful much faster.

I see the owners who are consistent within their schedules and understand that there is a time for business and a time for personal events become successful much faster. If it is 10am and you are driving the kids to soccer practice when the equipment store is having a busy day and you are not present to provide your support and partnership based upon you obtaining clients that is not a organized consistent effort.

I see everyone becoming successful within the business and some at a much faster pace than others but I also feel that consistency within what each of us do on a daily basis is one of the key factors towards success. I have seen trainers fail in the industry and in my opinion 90% of the time is because they are not consistent within their efforts in business. You can be a great motivator or trainer but if you don't understand that consistency is a key factor in everything you do you will be successful at a much slower pace if at all.

Remember we are all business owners and that requires a lot of love, support and actions required to grow your business! Consistency is key as I have had events become successful 10 months later because of what I did 10 months prior. Do not just concentrate on tasks that are immediately beneficial as those are far and few between. Concentrate on a consistent effort to grow each entity within your business!