

Who Says the Sky's the Limit?



By Beth Schneider

"The sky is not the limit. The limit is what you set."

- Buzz Aldrin, Apollo XI Astronaut, one of the first two humans to walk on the moon.

"To Infinity and Beyond."

- Buzz Lightyear, Space Ranger.

So it seems that all the "**Buzz**" is about being able to have whatever you want. Are you ready to shoot for the stars (and beyond)? Have you thought about your goals and what you can do to reach them? If you could have anything you wanted, what would that be? And don't forget to dream BIG. Buzz Aldrin, Apollo XI Astronaut said it best when he said, "The sky is not the limit. The limit is what you set." And since he's been beyond the sky, I think he's worth listening to.

Here are **5 of 10 things** to give your business a kick start for the new year.

1. Hire experts

Remember when you were a kid and someone on the playground yelled out, "know it all"? It was an insult. Well fast forward to today, not much has changed. I'm sure you are brilliant at what you do, but you can't be an effective expert at everything. The easiest way to get ahead is to focus on your strengths and bring in the help you need. When I started spending money on experts to help me, people like a coach, a copywriter, a marketing consultant, etc. I actually started making more money.

Consider what expert could advise you, guide you and help you put more cash in your pocket.

2. Rely on your team

You took that first step and got yourself a team (even if that only means one person). Sometimes it's hard to let go and actually let them help you. You are not alone. One client was convinced he had to be woken up and informed about all emergency 3 am calls. It took me 30 minutes to convince him that his emergency on-call manager could handle it by himself . . . while he gets his beauty sleep.

You know what convinced him? It was an efficient process that kept him in the communication loop and ensured his clients would get the same attention and quality he insists on.

You too can set up processes and systems that allow your team to do it all for you. Need some help with that? Check out my home study kit www.yourbusinessmachinebasics.com.

3. Take small bites

There used to be this commercial where a kid shoved two mouthfuls of cereal into his mouth at once and the wiser, older sister looks at him and says, "take human bites." When you are looking at a huge laundry list of projects and processes; products and every day to-dos, it can get overwhelming. Take a look at what you have on your plate. Decide what the most important things to accomplish are and start there. Schedule specific time to work on them first. It's easier and more effective to finish the cereal one human bite at a time, rather than shoving the entire bowl in your mouth at once.

4. **Get back on the horse**

Face it, life is not always a bed of roses. Sometimes things don't go your way. Nobody ever seems to talk about the things that go wrong, but disappointment happens. Know that it happens and that everyone has been there. The key is to get back up, wipe yourself off and keep going.

5. **Go on vacation**

So you don't have time for a break, eh? Taking a break will actually help you. Some of my best ideas have come while sitting on a beach relaxing. Your mind needs time to rejuvenate and wander. Put a vacation on the books ahead of time and pay for it, so you can't talk yourself out of it. You'll come back relaxed and ready to head towards your dreams.

Stay tuned for the next 5 tips. Check your email for the rest of the buzz.

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