

October 2007: Become a Person of Value

To follow without halt, one aim; there is the secret of success. And success? What is it? I do not find it in the applause of the theatre; it lies rather in the satisfaction of accomplishment. - Anna Pavlova

Become more valuable. Many employers will say of one of their staff, "That employee is so valuable to the business. She is a great investment." Employers look at their employees as investments - they want a return on their investment just like a dividend on shares or interest on a bank account. You must improve your investment to your employer, in other words to become more valuable.

The income you earn today is your compensation for what you have done in the past. If you want to increase your income, you must increase the value of your contribution.

Follow these steps to increase *your* value:

1. Become aware of the people around you who provide no value. That is, people who waste your time, have no ambitions or goals or who constantly complain how bad life is, yet fail to do anything about it.
2. Take three of them out of your mobile phone. Reduce by 50% the time you spend with people in the 'no value' crowd.
3. Introduce yourself to two new people who you believe are a success in your industry, ask them what they do to be so successful, and then emulate what they do.
4. Become the best, most qualified in your industry. If you read for half an hour a day about your industry (journal, trade magazines, books), that is equal to reading a book every two weeks or 24 books a year. You should within 12 months become an expert in your field.

Have you ever wondered why some professional athletes lose a major competition even when they are heavily favored, and physically superior than their opponent? Here's a hint - it's all in the mind. Many sports stars try to 'come back' and if unsuccessful they blame it on their fitness or on younger players. Yet Andre Agassi and Serena Williams did it.

So why is it that so many who were once the most feared competitors are now considered washed up? It's the same reason

why a top athlete loses to an inferior athlete, and it's the same reason why you sometimes never achieve a goal even though you really want to.

So what is the reason? In a word - desire.

Most people either lose their desire to succeed, don't have the desire to succeed, have the wrong desire attached to their goal or don't know what their real desire is. The last two are where most people fall - they may want to achieve certain goals but don't have the right desire attached to their goal or don't know what their real desire is. Your desire is what fuels your success - if you don't have the desire to achieve your goals you're not going to achieve them. A goal without a desire is like smoke, you can see it but it has no substance or form.

I'm ready to be more valuable, what can I do?

Ask for greater responsibility. You have to accept 100% responsibility for everything you are and everything you become. You must refuse to make excuses or to blame others. You can tell your boss that you want greater responsibilities and then when you get them, put your whole enthusiasm into doing an excellent job.

How can a customer help my success?

Obviously, if you want to double your business in twelve months or less, you've got to sell a lot of your products or services to a lot of people.

Well, one of the fastest ways to increase your business is to maximize your profits from existing customers. You need to understand the lifetime value of a customer. Until you know exactly what each new customer is worth to your business, you won't know how much money you can spend in marketing and advertising to get that customer.

Most supermarkets know that if a customer spend an average of \$150 a week in their store and shops once a week and lives in the area on average for 8 years, that customer is worth $\$150 \times 52 \times 8 = \$62,400$. The manager realises the lifetime value of that customer is \$62,400, not \$150. A \$62,400 customer becomes a loyal client and deserves the best customer service.



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Testimonials

Brilliant - C. Kourniotis,
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Very Inspirational, it got me more excited and motivated than ever - M.Hunt Statewide Credit Union

Very Insightful well worth the effort - S. Spezza, BNP Paribas Asset Management