

Turbo-Charge Your Business... **TODAY!**

By: Kymmie Krieger



Today's world is all about upgrading, super-sizing, turbo-charging, and VIP-ing, well, just about everything. Know what I mean? Everywhere you look, there are options, options, and more options to choose from, and we just absolutely love to indulge in this mass marketing craze. No one wants the 'basic' anything anymore because slapping the words "super" or "value" on something just makes it that much more appealing.

So, take a minute and ask yourself...When was the last time you "super-valued" or "biggie-sized" your website, blog, or business? If your answer is anything over a month or two ago, then it's time to re-charge your battery, shift into gear, and take some action!

Staying stagnant or maintaining the status quo, won't get you anywhere in life...or in business. To truly bask in your breakthrough moments (no matter what industry you're in), you have to rise above the competition, and be noticed. And how do you do that? Well, let's take a look.

Here are the "Top 5 Ways to Turbo-Charge Your Business" TODAY:

1

MAINTAIN THE FOUNDATION: POLISH UP YOUR GOALS

You can't get where you're going if you never glance at the map. Kapeesh? Fine-tuning, reevaluating, or even simply looking over your goals for half an hour every 30-60 days keeps you on the right track and in line with your original founding vision. With all the distractions out there, it's

easy to stray. So, before you implement a new system or launch a new product line, check and see if it's a road leading to your final destination. If not, it may just be a detour guiding you away from your true business purpose. And if this new venture is truly where you want to go, then maybe it's time for some "goal reconfiguration." Either way, if you stay true to your goals, they will keep your business true to you.

2

TROUBLE-SHOOT AWAY: CLICK AND TEST

Anticipation is a key component of a well-oiled machine or business. So, anticipate problems by finding them before your customers or clients do. Set aside 30 minutes to an hour once a month to sit down (by yourself or with a partner or staff member) and troubleshoot your website, social media pages, blog, and more. It's not rocket science in the least. Simply go through your site, click on all the links and tabs, and see what you find. You may be amazed to discover that you have broken hyperlinks, misdirected pages, and more. Is no one signing up for your list? This could be why. Troubleshooting your own site before your customers do can save you the headache of answering emails, apologizing, and tarnishing your reputation.

3

ENLIST THE VIRGIN: PHONE A FRIEND (OR 2 OR 3)

The best way to improve is to simply ask. So, find a friend, acquaintance, or family member who isn't afraid of hurting your feelings and who has never visited your site before (a 'site virgin'). Have them give you 15 minutes, open your homepage, and browse around. Then ask them these four, simple questions:

- What stands out most on the site? What attracts the eye?
- What is missing or lacking?
- Is the site easy to navigate or simply confusing?
- What could be added to make it more enticing?

Seeing your site through the eyes of 'potential customers' is the only way to truly improve upon your design, content, and flow. So, take each of your reviewer's comments as constructive criticism, and grow from them!

4

PUSH THE POSITIVE: REACH FOR THE SMILES

The quickest way to boost your business (on both the client/sales and production/staff sides) is through the creation of positive energy. So, allocate 20 – 30 minutes a week towards boosting your team's morale and customer satisfaction. This can be as simple as hand-writing a congratulations note to a team member, sending out a "THANK YOU" tweet to your followers, or mailing a letter of appreciation to a good customer or client. You will be amazed at how passing on your positivity will go miles with both your staff and clients. And you never know when your simple act of gratitude will be rewarded with a referral, testimonial, sale, or more. Positive energy always circles back around.

5

WRAP IT WITH A BOW: TESTIMONIALS TALK

While there are many ways to super-charge your business, customer testimonials and word-of-mouth referrals pretty much take the cake. Think about it. When a friend or family member raves about how out-of-this-world-awesome their experience was with a particular vendor or product, do you not at least google it to check it out? Of course you do! Displaying high-quality, specific, positive testimonials will boost your business faster than you can imagine. So, make a commitment to get at least 1-2 testimonials a month (if possible), and post them on your website,

Facebook page, online portfolio, and wherever else strikes your fancy. If you really want to get innovative, get permission to have a good customer or client record a 15-30 second video testimonial for your homepage. You will be amazed at how literally allocating just a few minutes a month towards requesting and posting testimonials will boost you to expert status.

And, there you have it – five, super-simple ways to “biggie-size” your fries...I mean, business instantly. Like I said before, it’s really not rocket science. It simply takes a little effort, dedication, and planning on your part to ensure

you carve out time for these important components. If you add it all up, you’re literally talking about allocating a hair shy of three hours a month towards boosting your business to a whole new level. Can you commit to that? Sure, you can! Some of us literally spend triple that on browsing our Facebook pages in less than a month.

So, honestly, how long has it been since you’ve “turbo-charged” your business? Chances are, it’s probably been too long. So, don’t wait! Strap on your super-turbo rocket-booster, and get to it! Remember, build upon your foundation (goals), and the rest is a piece of cake.



Thank you



Kymmie Krieger

kymmie@womenonlinemag.com

Kymmie Krieger is the Senior Editor and Lead Marketing Director of Women Online Magazine and the accomplished author of the forthcoming relationship book "Head Over Heels." With a BBA, Masters of Education, and over ten years of freelance and professional writing experience, she is a published author, editor, and copywriter who consistently strives to inspire readers and clients alike with her passionate words and positive outlook on business, life, love, relationships, and self-development.

Kymmie, founder and owner of BeWriteWithYou.com, helps individuals, artists, business owners, and companies in the United States, Canada, United Kingdom, China, and Australia create catchy and captivating content for their blogs, websites, manuals, newsletters, ebooks, press releases, professional bios, and more! Allow her to construct, edit, inspire, or polish up your content, and you will not be disappointed!

To work with Kymmie and learn more about her creative and business writing services, please visit her website at:

www.bewritewithyou.com

