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Bill Bachrach Published in Financial Planning Magazine

PRACTICE TIPS

In Trouble, Push On

When results are down we rationalize and justify. But what if the problem *is* you? That's good: Your success is within your control. The market is to blame only if your business development activities are perfect. So, before you pin your problems on the market, take a look in the mirror.

Here are six ways to capitalize on the current reality:

- 1. What you think matters.** But don't just *think* good thoughts. Let them inspire positive actions.
- 2. Do something.** Action takes your mind off the negative and produces results. Studying the problem won't erase it. Turn the TV off. Go to work.
- 3. Whom you hang out with matters.** This includes what you read and watch. Drop people who think success is influenced by external events. Associate with people who take responsibility for their lives and results.
- 4. Be aggressive.** Rededicate yourself. Redouble your efforts. Don't "wait for this to pass."
- 5. Increase confidence.** Reflect on events in your life that were challenging. Remember you survived then—you'll survive now.
- 6. Prepare for next time.** Your success isn't determined by technical skills, but by your communication and people skills. Improve them to enjoy success now and prepare for next time.

Bill Bachrach is a best-selling author, keynote speaker and leader of the Trusted Advisor movement. To subscribe to his e-newsletter, visit www.baivbfp.com.

Highlights from Bill Bachrach's article: "In Trouble, Push On" was published in the Practice Tips section of the October 2008 Issue of Financial Planning Magazine. This article focuses on what you can do to better yourself and your business, no matter what the economic environment. Bill gives several doable action items to help keep you focused on what you can do as well as suggestions on how to do it. If you would like to read the entire article, please click on the following link:

HTML:

http://www.baivbfp.com/article_InTroublePushOn.php

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