

Passion in business can boost profit

By Charmaine Hammond & Debra Kasowski

Passion-driven businesses will have a better chance of survival during any economical climate when the owner's level of passion is high. Passion for what you do creates an energy that propels you to take action and think progressively. In fact, it has a positive contagion factor, like a stone in the water creating ripples, passion does the same thing. This passion is ignited in the people who you serve. They want to do business with you because of the person you are and the experience you give them when they do business with you. Customers that are fueled with your passion are committed to your mission and values and will continue to do business with you. To re-ignite your passion and make 2010 an incredible business year, here are some helpful approaches to be passion filled, purposeful and profitable in 2010:

Be Enthusiastic About Business, Products and Services. When you are enthusiastic and positive about your business, products, and services, people around you will become more enthusiastic and positive about your business, products, and services. Let them know how they will benefit from doing business with you.

Get to Know Your Customers. Take some time to get to know about your customers. What are their wants and needs? Do they have a family? What do they do in their spare time? Target your marketing.

Show Appreciation for Your Customers. Let your customers know that you appreciate their business. Go the extra mile. What can you do that would set you apart from your competitor? You could host a customer appreciation night, write a note, or provide a discount on future purchases. Invest in your customers - share in their passions.

Discover Employee Talents and Passions. Take some time to get to know about your employees. When you take to get to know your employees, you can discover their talents, passions and what motivates them. Identify potential and develop that potential.

Engage Your Employees. Let your employees contribute ideas and be a part of the solution for workplace issues. Know employee strengths and assign them responsibilities where they can thrive and be productive. Engaged employees are more invested, results are higher and turnover is decreased.

Create passion in your business and you will attract more clients that that will fuel your passion!

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Start 2010 by putting passion and profit in the positive zone: create passion in your workplace and give your employees a reason to wake up 30 minutes earlier in the morning.