

Success in Today's Economy—A Prime Opportunity

Optimism-(noun) Definition: *An inclination to put the most favorable construction upon actions and events or to anticipate the best possible outcome.*

Although the recent changes in the global economy have come as an unwelcome surprise to many, a turn such as this can (and will) take on many faces. First, it tends to weed out the businesses that were stagnant and unprepared, while giving others a prime opportunity for business success.

According to a March survey conducted by City Business Journals Network, over 85% of small business decision makers reported that the economy was having an unfavorable effect on their business:

- 77% percent rank the current economic state as their number one concern
- Business owners are looking at the current economic downturn to last over two years
- 65% are preparing themselves to work longer before retiring
- Cutbacks of benefits, hours and new hires has become the norm

Although these results provide insight into the thoughts and concerns of business leaders, Steve Connelly, president of Connelly and Associates, is evidence that entrepreneurs are an **optimistic** breed. According to Connelly, who recently hired two new team members, "These are times to go on the attack and to reinvent a little bit. When the economy gets bad, some people sit on their hands and complain about it. Inaction is not an option."

It is during times such as these that solid businesses, delivering true value to their market, have the opportunity to set their own economic climate and emerge as industry leaders as the economy strengthens.

The ability to use these changing times to your advantage is the key to business success. Whether your organization is large or small, the formula for success in today's economy remains the same.

You have survived because your business has the integrity and value that today's consumer is looking for. Your next step is to look at the big picture. Now, more than ever before, your business needs to focus on its immediate visibility.

In order to hit the ground running in today's social media generation, it is vital to have intelligent marketing solutions that are hard-hitting enough to bring your business to the forefront of your particular industry.

How is this done?

In simplest terms, it's a matter of focus. Your part of the formula remains the same:

- Focus on your current customer relations
- Continue to build a solid and reliable reputation
- Pinpoint your strengths and capitalize on them
- Recognize new opportunities for growth as they arise

With this solid foundation in place, an additional component to your 'business success formula' is to acquire an integrated marketing action plan that strategically packages all of your strengths and drives your business to the forefront of today's market.

A great way to adopt a hard-hitting action plan is to acquire a Brainprint™. This proactive solution provides your company with individualized strategies that fit your exact marketing needs. Bottom line—you can't grow a business without utilizing every branding and marketing tool available. Acquiring a BrainPrint™ for your marketing needs puts the right marketing tools in your hand, empowering you with a dominant presence that is consistent both online and off. Marketplace visibility, online marketing tactics, and ongoing branding solutions are just a few of the key elements that are part of the Brainprint™ solution.

By taking an offensive stance and implementing the right marketing plan, your business will be prepared to move quickly and confidently, regardless of which way the economic pendulum swings. In every economic climate, there are always those who adapt, overcome, and rise to the top. Today it's your turn.