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## HOW DO YOU WIN AT HOME-BASED BUSINESS? HIT THE FLOOR RUNNING

Every morning in Africa, a gazelle wakes up. It knows it must run faster than the fastest lion... or... it will be killed.

Every morning a lion wakes up. It knows it must outrun the slowest gazelle... or... it will starve to death.

It doesn't matter whether you are a gazelle or a lion, when the sun comes up... you better be running.

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With no boss breathing down your neck or clock to punch, It can be so tempting to stay in bed one hour longer, to postpone picking up the phone and contacting that prospect, or to focus your time and energy on the easy and fun stuff and put the unpleasant stuff off until later.

One of the core competencies you need to succeed at home-based business is DISCIPLINE. You are now responsible for your success 24/7 and if you aren't doing what is required to succeed, there won't be someone to come along behind you and clean up your mess. It's do or die, eat or be eaten.

To truly succeed as a serious home-based business owner, you need to be strong-willed and self-disciplined. You also need a solid, thorough, written plan to keep you on track and in constant motion.

To ensure continuous momentum, you can plan your daily activities a month in advance, or even weekly. Some people prefer to dedicate each day of the week to a different task, for example:

Monday - marketing  
Tuesday - business building  
Wednesday - customer relations

... and so on.

Others prefer to perform a variety of tasks on any given day, for example:

Monday - marketing (morning), business building (afternoon)  
Tuesday - customers relations (morning), industry research (afternoon)

The most important factor here is have a Plan and stick to it.

Although most people start a home-based business to create freedom, many of them fail to recognize the critical importance of a structured plan.

No plan = no business and no business = no freedom.

So remember, hit the floor running each morning, keep ahead of those who are following behind and overtake those in front of you. Whether you're the lion or the gazelle, you've got to run!

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