

## Learn from the Best



Would you like to run your business or client base like Richards Branson?

Would it help you to know some of the techniques that he and other successful business owners use?

You are closer to this information than you think!

I started reading Richard Branson's 'Business Stripped Bare' last night and already I am hooked. It is an easy read, hilarious at times (that guy knows how to live and what his priorities are in life) and is packed with invaluable information, not only for business people, for everybody.

One point that has really stuck, is his idea of 'there is no reverse on this thing.' Richard uses it in the context of business. Once you have started to invest in a new business or venture, you can't put it into reverse and change what has happened. What you can do is use what you have **learned** from the experience, to ensure that that situation doesn't repeat itself.

I think we can all learn something from this quote. You will never step in the same part of the river twice, so what positive learnings can you take from your experiences? How can they empower you to make decisions or changes moving forward?

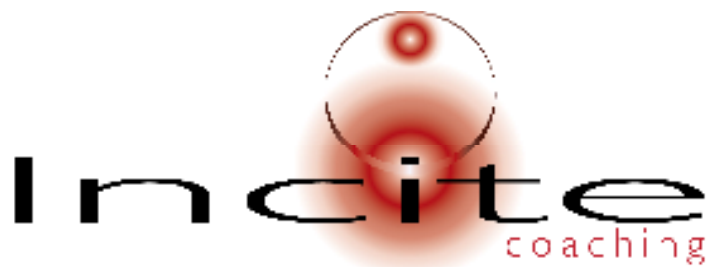
If you know somebody who has been in a similar situation previously, what can they teach you? Why re-invent the wheel when it has been done before. Use that energy to move you even further forward. How can you model those people?

Steps to running a business like a leading entrepreneur:

- 1. Find a niche** – What is your niche? What can you add to the market that is different to what is currently being offered? How can you improve the services/products that are currently on the market?
- 2. Become an expert** – Once you have a niche, become an expert. All of the world's information is available at our finger tips, on the Internet. Read articles,

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Incite Coaching Pty Ltd | ACN 132 563 323 | PO Box 248 Leichhardt NSW 2040 | +61 (0)2 9560 4407  
+61 (0) 424 278 471 | [info@incitecoaching.com.au](mailto:info@incitecoaching.com.au) | [www.incitecoaching.com.au](http://www.incitecoaching.com.au)



find the top 10 books and immerse yourself in the information on your topic of choice.

- 3. Understand how market leaders do it** – If it is somebody you have access to, ask them if you can take them for coffee and get an understanding of how they have achieved what they have. Explain that you really admire what they have created and would love to use some of their experience and knowledge to achieve your goals. Most people will love this kind of flattery and will give you the information you need. If you don't have access to the individual or they are famous, read their autobiography or even better, multiple biographies to gain some tips that you can implement.
- 4. Hold yourself accountable** – Its all well and good having the information you need; now you need to implement the changes and see the implementation through to the end. Have a colleague, friend or [Coach](#) keep you on track and help navigate around obstacles that arise.

Most of all, have fun and enjoy what you do. The more fun you have, the more you will achieve! To find out how else you can grow your business or client base in the new financial year, call the team at [Incite Coaching](#).