



7 Secrets for Successful Business Growth

by [Andrew Cooke](#), [Blue Sky GPS \(Growth & Profit Solutions\)](#)

If you want to grow your business, and I mean *really* grow your business, then here are a few simple but powerful secrets you can use. When you get to the end there is an eighth and even more powerful secret to share!

7 Secrets + 1

1. Know what you do and what you don't do.

The temptation for many small business owners is to do anything to earn the next dollar. In trying to be all things for all people you end up not being good at anything in particular. You are not even average, you are mediocre. And mediocre does not stand out, nor does it sell. No sales, no growth.

2. Know your strengths.

If you want to grow successfully then you need to know what your strengths are. What are the things that you love doing that you do well? What are the things which you do which have the greatest impact?

Using your strengths allows you to raise your performance and improve your results on a sustainable basis. Don't make the mistake of trying to improve by addressing your weaknesses, all that does is improve your performance to an average level at best, and you may not be able to sustain the improvement.

3. Be the prize.

Too often business owners are prepared to work with anyone to win more clients and earn more money. This just makes you look desperate and needy. Frankly, when were you impressed by somebody who was desperate to work with you? You weren't! So be selective with whom you work with, and hold yourself out to



be the prize they want to have and work with! By holding back, you appear more attractive.

4. People don't buy what you do

Sorry! The world does not revolve around you.

People are not interested in what you do. I know *you* are interested in what you do, and you love it, but it doesn't matter. People are only interested in what you do *for them* – and there is a world of difference in this! They buy the results and outcomes that you help them realize. So, help people buy by articulating what you do for them clearly and concisely.

5. Speak their language

Do you remember the first time you went to a foreign country where no-one spoke your language? What were the feelings and thoughts you had at the time? If you want to be understood, make sure you speak their language. Don't use the industry jargon that you and other fellow professionals use, it just confuses and alienates your customers who don't share your language. When people feel confused or alienated they want to avoid taking risks, and so they don't do anything. So, speak with your audience in mind so what you say is what is heard.

6. Don't shout, just whisper

We live in a noisy world. Everyone is trying to gain our attention, we are submerged in a deluge of information whether we are at work, at home or elsewhere. If you try to shout louder than anyone else all you will get is a hoarse throat. To outshout others, you need to outspend them in broadcasting your message in the hope that somebody will hear you, and then hope yet again that they will act on it in the way that you want them to! Some chance!

Better to whisper.



To whisper, and to be heard, you need to have a message that your audience is already attuned to. Rather than broadcasting to everyone across all frequencies you need to pick a single radio channel and transmit to those who want to listen to your radio show. By broadcasting country music on your radio show there will be many who aren't interested, but those who are will be ready to listen and act on your message!

7. Being good at what you do is not enough

You might believe you are the best at what you do, but it doesn't matter. Being technically good at what you do will not make you successful. I have come across many business owners who are good at what they do, but their business is in a terrible state. Having technical savvy does not mean you have business savvy. Look at your business through "business glasses", not your "technical glasses"

Bonus Secret:

Now you know these seven secrets here is the bonus secret I promised you. It's a simple three-word phrase you probably have already heard – "Just Do It!"

To grow requires action. So, don't just read these seven secrets and think "Oh! That's interesting!" – do something with them. Take action now. Choose one thing you can do – right now – and which will help you grow. Share the one thing you are going to do in the comments section below.

About Andrew Cooke

Andrew Cooke is known for his work with executives, managers and teams in helping them to grow, develop and achieve results. Using a blend of consulting, facilitation and coaching he is noted for his ability in "bringing people potential to life". Andrew takes the time to understand and assist successful business executives in creating a customized plan that allows them grow and develop their leadership effectiveness. In doing this he guides executives to manage, direct and make change work for them and their stakeholders and teams in an increasing volatile, uncertain, complex and ambiguous business environment. From this he helps others to become more successful in both what they do and how they do it.



Andrew demonstrates a proactive attitude and empathy that blends enthusiasm, energy and a pragmatic approach in engaging leaders and their stakeholders. He has over thirty years of international business experience and insights on which to draw, and has worked with blue-chip clients and other leading businesses across a range of industries. Andrew is passionate about helping others to be more successful personally and professionally

Qualifications & Accreditations

Andrew is an experienced international expert in executive coaching, leadership development and business consulting. He has qualifications, certifications and accreditations from recognized leading global organizations, including:

- Masters of Business Administration (MBA), London Business School, UK
- International executive coach with certifications for Marshall Goldsmith Stakeholder Centered Coaching and Global Leader of the Future 360⁰ Assessment
- Accredited Coach with Human Synergistics for:
 - Leadership Styles Inventory (LSI)/ Group Styles Inventory (GSI)
 - Organizational Culture including:
 - Organisational Culture Inventory® (OCI)
 - Organisational Effectiveness Inventory™ (OEI)
 - Customer ServiceStyles™ Survey (CSS)
- Accredited DISC Facilitator & Coach
- Bachelor of Business BA (Hons), University of Plymouth (UK)
- Diploma from the Institute of Marketing (UK)