

## Looking Into the Crystal Ball for 2012

---

Moving into a New Year infers **'change'** and not just the calendar year. So let's look at our businesses through a new lens.

- **Why do the 'same old' all over again?** We all know what this leads to; have we looked at updating our business models? They may have worked well in the past but perhaps not in the future. What about new products, new services? Everyone's pain points are not the same as in the past. Understand and leverage your client's pain points to help them and your business.
- **Think Positive** – everyone wants to focus on 'the recession' via our media outlets. One thing the recession has accomplished is the retention of cash by many companies. Find ways to get companies to want to spend that cash with you! Again, understand your client's pain points.
- Get your brand out there when everyone else is cutting marketing. No one knows to call you unless you are a 'recognized' solution provider. Change your messaging, change your logo, change your brand – make yourself noticed and be the new 'news'.

Year after year, change is not an event, it is continual.