

## And finally...

The most important person in your business you can *really* like is - *you*.

Your clients and customers buy from people THEY like too, so help them make YOU their number one choice.

- Do you like yourself, and feel at home in your own skin?
- Do you look in the mirror and wish things were different?
- Do you feel trapped, disappointed or persistently unhappy?
- Do you struggle with hidden hooks that are holding you back?
- Do you hope no one finds out the truth?
- Do you suspect that it is something in you that is actually the ceiling in your success in business, not the other things you tend to blame?

If you're not happy with any of those answers, the time will come to do something about it. YOU can enjoy working with YOU sooner than you think!

When you're ready, give me a call. I'm here to help. We have all sorts of ways these days to make your life very different.

Speak to me soon.



**Andrew Sercombe** is a writer, researcher, speaker and international coach, with a lifetime of personal development expertise. He is the Director of Powerchange, one of the country's oldest and most respected coach training organisations, based in West Sussex, England. He works with clients of every age and professional background, and would love to speak to you personally.

Andrew Sercombe's

# Do-What-You-Like™ Business Strategy



## For many people, freedom is being able to do what they like each day.

However, “What you like” is easily misunderstood. It does not imply a lazy, careless, haphazard attitude, but a determination to identify what you like, and to identify it very clearly.

So ask yourself: Who and what DO I like? What attracts me? What thoughtful choices have I made over the years about my likes and dislikes? What would I like to amend?

Then get ready to enjoy the “*Do What You Like*” Business Strategy.

Here are some of my guidelines...

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## Work with people you like

Work with customers, clients and colleagues you want to share business with, not those you don't\*. Working with clients you like means your motivation to serve them and work hard is high – and not based merely on money. They will be glad to work with you too.

Of course you will need to have a really good selection of people, so widen your choice by attracting millions of potential clients and colleagues – and tailor your marketing to attract the sort you want (not least, good payers!)

You may need to discover how you can like them more – or how you can help them become more likeable to you. How might you do that?

Work with people you like HELPING you. Need a new website? Have someone you like designing it. An accountant? Choose a person you like.

## Sell what you like

Selling products you yourself are attracted to means you will be enthusiastic and convinced about them, and be confident about their potential. If you don't like it, don't sell it until you have changed what you don't like to something you DO like.

Your products don't have to be the best on the market (unless 'the best' are the only ones you like to sell!) They just need to be the best available to your customer - but you do need to be pleased with them, to be proud of them.

## Charge what you like

Knowing what you know about this product, would you buy this product for this money? If you were this person (and after all, you like them – see above) is this a good product for them to have? That way you know the price you are charging has credibility, is neither underpriced nor overpriced, but is excellent value. You'd be pleased to pay that yourself.

\* If you are employed, you need to see your employer as your major customer. They are buying your skills and time, aren't they? That makes you the boss! You may like to read my book "Me & Co." It explains how important it is to run your life like a brilliant business. Call me for a copy.

## Say what you like

It is great to be confident and excited about your products or services. You like people who tell the truth? Then make sure you can tell the truth about the products you sell. If there is something you are not proud to say, fix it. Then you can say what you really want to say – positive good truth. There is nothing quite like being able to say "It does what it says on the tin."

## Do what you like

The issue here is to DO IT. If you like to do it you will be well motivated and it will get done. See your work as pleasure. What is it that you like about what you do? How can you make it more attractive? You may be able to make it so attractive that other people want to do it too – and you can help them.

## Ask what you like

You need to be able to ask people to help you, give you references, referrals, testimonials, etc. You may to be able to make referrals a condition of doing business with you. Have you enough 'credit' with them to do that? Yes? Great! No? Then build it, so you can literally ask what you like without feeling/being indebted or presumptuous.

## Create what you like

This business needs to be attractive in the long term. Create something you will like for years to come – an investment in your future pleasure. You may find that another person will like it too, and pay you for it. You'd like that, wouldn't you!



*I 'do what I like' riding my BMW R1200GS ('08). So far I've ridden in 30 countries from the Norwegian Arctic to the Greek Med. I ride solo and camp 'wild'. Here I'm in the Italian Alps.*

