

Thought Leaders
BUSINESS LAB

EPISODE 247

Are You Busy Doing The Right Things?

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Are you busy doing the right things or are you just procrastinating?

- Time flies by so fast when you're busy. Take a moment, though, to reflect on whether you're busy doing things that move your business forward or if you're just procrastinating.
- When people hear the word "procrastinating" they immediately think about doing nothing while delaying a task. More procrastinators do many wrong things that may appear to be some progress but actually get you nowhere.

Moving to what you should be doing vs taking time out

- When you notice that your business doesn't matter, do you immediately move to what you should be doing or do you step away for a moment?
- Sometimes the business comes from an overwhelmed mind.

What will make your day successful?

- Your criteria for a successful day depends on what you do to make sure you move your business forward.
- For example, Tim's criterion for success is to make a sale while Sam's daily goal is to achieve the essence of business, which is to solve people's problems.

How do you show up to people?

- It doesn't matter what projects you've got on the go. You need to show up and engage with people.
- To consider how you show up, consider these questions:
 - Do people know you exist?
 - Are they seeing and hearing your message?
 - Are you top of mind so people reach out to you?



“Low-hanging fruits”

- ▽ You have people you’ve connected to at some point. If you have not maintained a relationship with them, they might disappear.
- ▽ These people present a vast number of opportunities that you sometimes forget about. So, you always need to do something to reach out to them.
- ▽ Create a system so you always know who you need to connect with and when you need to reach out to them.

How to reach out to someone you haven’t talked to for a while

- ▽ Think back on when you started a conversation with a person. It could be a private message or a sales call. Go back to that point and find ways to re-open the conversation.
- ▽ Get a feel for where the person is now. Ask how they are or what they’re working on. Be genuine and personable.

Avoid re-starting a conversation with a sales talk.

- ▽ At the point you reach out, you don’t know what the opportunities might become. It could lead to a referral or an invitation.

Emails keep your list warm

- ▽ When you need to begin conversations, consistently tap your email list first.
- ▽ All of the people in your email list have already signified that they want to hear from you. So, they will be okay to hear the new things you want to share.

You can have varied engagements via social media

- ▽ Engagements via social media aren’t limited to your audience. You can go into someone else’s community, group, forum, etc. The opportunities here are endless so be always open to them.



When you post on social media, engage with everyone:

- Like the comment
- Answer the comment
- Tag the name
- Thank the person through a personal message

Take advantage of the power of personal outreach

You can't replace personal connections with people.

Send personal messages through different communication platforms, not just social media.

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