

BLACK BUSINESS HONORS

P.O. Box 16343 L.C. 70616
ISSUE 10

BLACK BUSINESS BULLET POINTS

The Black Business Honors Newsletter

Points to help Plan, Promote and Prosper your business.

www.blackbusinesshonors.com



A POINT FROM THE PUBLISHER

Larry W. Robinson, Publisher

What you hold in your hands is Bullet Points, the newsletter of the Black Business Honors. Its mission is to educate, encourage, and enlighten you.

Even though business has changed because of the pandemic and natural disasters, I still believe we are called to do business in the earth. I do not believe that just because these things happened, business should cease. I do believe the mode and operation in which we do business should have already pivoted. At the 2020 Black Business Honors Awards Ceremony, I decreed and declared that for many they would make more money in the months and days ahead than they had previously. For many, because they were prepared, that decree and declaration became true.

Here is what I know for sure, you are called to rule, reign, and take dominion in the earth. Many have asked about the Black Business Honors Brunch and Learns. We will resume hosting those virtually. It is by invitation only. At the upcoming Black Business Honors Brunch and Learn session we will discuss: Taking Authority - How You can Rule, Reign, and take Dominion in the Earth through Your Business. You do not want to miss this session. Visit www.blackbusinesshonors.com and click on the Brunch and Learn tab for information on how you can request an invitation.

2021 is going to be an unprecedented year and the Black Business Honors is gearing up to help you experience it in a positive and productive way. Get READY!

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STRAIGHT TO THE POINTS...

5 TIPS TO HELP YOU MARKET WHEN YOU THINK YOU'RE TOO BUSY

While marketing may not seem like a necessary activity when your business is going good, it's only a matter of time before your lack of marketing starts to impact your business. Staying on top of your marketing plan, even when you're busy, ensures you always have a pipeline full of prospects and clients into your business. Here are 5 Tips to Help You Market When You Think You're Too Busy:

(1) If you haven't already, create a marketing calendar. Schedule all of your marketing activities in the calendar according to how frequently you planned to do them in your marketing plan. If you planned to do something monthly, enter it on the calendar once each month. Weekly? Enter it four times per month. Do this for every planned activity.

(2) Hang your marketing calendar over your desk on a bulletin board, or on the wall. Make a habit of looking at it every morning. This way you won't have the problem of "out of sight out of mind." I can't tell you how many clients I've had whose marketing plans have ended up in a file folder in a drawer. You're certainly NOT going to grow your business that way!

(3) Try incorporating your marketing activities into your weekly and daily to-do list. Enter the activities as to-do tasks in your calendar just like all your appointments and other business activities.

If something is on my calendar, I treat it like any other meeting or appointment and I do it. For example, every Wednesday, a little notice pops up to remind me to write my weekly ezine. If that didn't happen I'd either be writing it on Monday's at midnight, or it wouldn't get done.

(4) Pick one day per month to review your marketing calendar in detail and to look three months ahead. What is coming up that you need to prepare for now? What do you need to transfer into your to-do list or calendar to make sure you don't forget to do it? I usually do this at the end of the month when I'm doing all my month-end work...things like running sales reports, doing billing, and updating my marketing tracking reports. Make it a habit to review your marketing at the same time you do these tasks. After a few months you won't even have to think about it anymore, it'll become a habit.

(5) Consider hiring an assistant or support person to help. If they can take some of the tasks off your plate that really don't require your expertise, it will free you up to focus on what I call "revenue producing activities."

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LOOKING AHEAD...

The 2021 Black Business Honors will be held virtually soon. Stay Tuned!



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HERE ARE MORE POINTS...

3 HACKS TO MAKE YOUR DAY MORE PRODUCTIVE

Make A To-Do List

Hack #1 - It's much easier to get to work when you know what you should be doing. Write out a to-do list for yourself. Focus on the important stuff you need to get done each given day.

No Phone, Email or Social Media for the First Few Hours Of Your Day

Hack #2 is just as important as your list. You won't get much done if you're distracted. Yes, emails need to be checked, phone calls need to be returned and you should interact on social media, but this is not the time for it. Keep your first few hours free of distractions.

Work On Your Top 3 Tasks

Hack #3 Take another look at that to-do list you made out. Pick 3 things that you have to get done today, no matter what. These should be the tasks that help your business growth the most. Pick your biggest money makers and put an asterisk or exclamation mark next to them.

Work on these tasks first and make sure you get them done before lunch. That way no matter what happens with the rest of your day you will have made some important progress.

Stick to these 3 simple hacks and watch them transform your day. You'll get more done and make progress more quickly.

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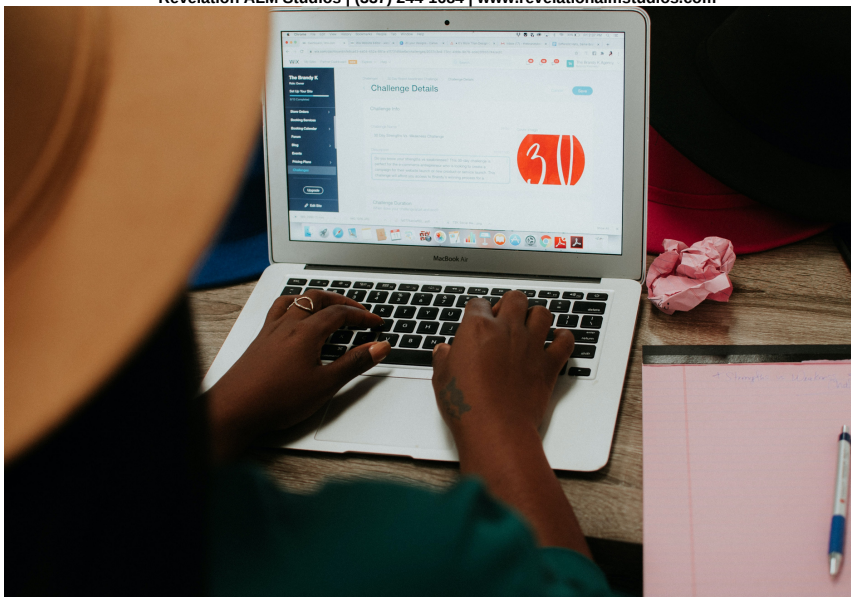
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NOW AVAILABLE!

Doing Virtual Business

How to Prosper Your Business During a Pandemic
 By Larry W. Robinson



"This information is especially important. I have been a virtual business since day one and because of this setup and God's protection we were still able to thrive this year doubling our revenue from last year." – C. Goodley, Owner/President at Goodly & Associates Consulting Inc.

"I love this!" – B. Guidry, Award-Winning Non-Profit Organizer

"We are moving from brick and mortar to click and order." – Les Brown, World's Leading Motivational Speaker

"Doing Virtual Business is a must! For entrepreneurs, consistency is key. Great content!" - Phil Nehemiah Bryant aka SIRPHILTV - Author, Comedian and Social Media Sensation

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