**Are you keeping in touch with your clients?**

A lot of business owners are wasting their time, money and energy trying to market their business without even doing the basics. Here are four simple steps for you to follow to get things going and build up that valuable relationship with your existing and potential clients.

Working smart is much better than ‘being busy’!  You want to maximise your time, energy and resources to achieve the outcomes you are looking for, otherwise you can be quickly on  your way to burning out!

**Step 1 - Start with a database**.

This shouldn’t just be an Excel spreadsheet that’s all over the place. Get your contacts into a format that works for you, so you are ready to contact people quickly and easily.

**Step 2 - Stay in touch with people.**

It may sound basic, but do it consistently and do it well - give your clients value! Have an ezine or newsletter that goes out on a regular basis, at least once a month, to your database and other valuable tips, recordings etc.

**Step 3 - Don’t let it be boring as bat shit.**

The content of your mail is so important - it’s got to be something that’s relative and interesting. A personal story that highlights how you’ve helped a client lets people get to know the real you and demonstrates the benefits of what you do.

**Step 4 - Have a call to action.**

Don’t let your ezine just finish at the end of the story. Always ask your self ‘What do I want my client to do next?’ - direct them to your website, or Facebook page, give them an offer that they can’t refuse!

As I said, this sounds basic, but it works. One of my clients had an event hire business. I pushed him (kicking and screaming) into doing an ezine and he finally did it. He received a $20,000 order from the first ezine that was sent out to his database.

Get more valuable advice with a FREE Babyboomer Business Breakthrough. Book now at [http://bit.ly/276iJML](http://relaunchyourlife.ontraport.com/c/s/0Bn/6PCp/6/R/sYP/6FVfcy/vk0zuzZipu) or email me at [lorraine@relaunchyourlife.com.au](mailto:lorraine@relaunchyourlife.com.au)

**Clear that clutter and clear your mind**

Everyone wants to be more productive - you get more work done in less time - but a lot of people don’t know where to start. My first tip for the baby boomer business owners I work with is to start freeing up your time for what matters most.

Start small - whose office or environment looks messy; paper piled up, post-it notes everywhere, half-read books stacked up? It’s these little things that make a major impact over time.

Now if you seriously want to have more time and put more focus into your life in the areas that really count, like your business, you’ve got to clean up that clutter. You cannot work in an environment where there’s stuff everywhere. It costs you big time.

What happens when you’ve stuff everywhere? You waste time searching for things, it takes up valuable space - you lose things! You spend money on things you’ve already got and it makes you feel so busy and it causes unnecessary stress. You get distracted and you have difficulty focusing.

One of my clients had reached a stage in her life where she was feeling like she had lost her identity.  She didn’t know who she really was.  Sure she ran a successful business and a loving family, yet something was missing.

Through our coaching sessions she realised that she’d been creating clutter and she had basically buried herself, her real self, under it. That was a major insight. She started to clean everything out and now feels like the real her is starting to emerge.

This is a great reason to clear the ‘overwhelm’ out of your life – take the first step and get rid of that clutter!

**If you’re feeling lost and want help and support to get back on track, book today for your FREE Babyboomer Business Breakthrough at** [**http://bit.ly/276iJML**](http://relaunchyourlife.ontraport.com/c/s/0Bn/bxo/6/R/sYP/6FiL54/sKnUKSiCYz)

**Are you dumbing down what your gut is telling you?**

It’s all too easy to turn down the volume on uncomfortable truths and pretend there’s nothing really wrong. It’s really tempting to tell yourself that your lack of energy and motivation is ‘fine’ and that you’ll get over it’, or that your difficult business partner “isn’t that bad” although you are constantly frustrated and angry with their behaviour, or your lack of motivation is ‘just a phase you’re going through’.

If you’re a babyboomer business owner, time’s not on your side any more – stop tolerating what’s going on and start taking action. Listen to your body and your heart and stop pretending that “there’s nothing really wrong.” Be honest with yourself, get proactive and start making changes whilst you can. Otherwise by the time you wait for the ‘perfect’ opportunity ie. ‘when you have the time’, you may have run out of options and not be in a position to create what you really want.

If you’re sick of being stuck in ‘groundhog’ day’ and ready to reignite the spark back into your life again, let’s have a chat. Email: [lorraine@relaunchyourlife.com.au](mailto:lorraine@relaunchyourlife.com.au) or call 0411-145-166 today!