

Taking Action Makes Positive Things Happen

By Diane Conklin – Marketing Systems Expert

Isn't it funny that, when we look at business, so many of life's lessons apply here, too!

We all know Newton's law of motion that says things in motion tend to stay in motion, and it's the same in business. Motion, or action in this case, builds your momentum, and makes all things easier. It's always easier to keep things moving than it is to get them started in the first place.

You'll expend the most time and energy at the beginning of any project than you will once you get it going because you build momentum with it. Starting is the hard part, but you'll find that if you just take action, you'll have success.

Now, let's be clear, you have to take the right action to be successful. You can't just throw mud on the wall and expect it to stick. However, for a lot of people, just taking some action will be a step in the right direction. Certainly, taking action is better than doing nothing. At least if you're doing something you have a chance of succeeding.

Action, either taking some or not taking any, is one of the reasons you can sit in a room with a group of people who are all in the same business and have access to all the same tools, but some are moving forward, some are maintaining the status quo, and others seem to be lost. Those that are moving forward have taken some action, they have actually done something—applied the strategies and used them to move themselves forward. To the others, many times, I want to scream at them, "Do something . . . anything, just take some action!"

Massive action is a way to get a lot of things done. When you take massive action, your business usually leaps ahead because so much gets done (and usually in a relatively short period of time).

We all hear about execution and implementation. That's all about getting things done. In order for execution and implementation to happen, you have to take action.

So, no matter what you have on the horizon, what your plans are, or where you are right now in your business, take some action! It will get you moving, make staying moving easier, and almost assure you success. Keep taking action!



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