

5 Critical Daily Tasks to Build Your Side Business

by Holly Hierman





Hey! It's Holly!

I am the CEO of Fit Finances and former Vice President of Powder Blue Productions.

In this guide I would like to share with you **5 things** that you should be doing each day in order to build your side business.

#1

PLANNING

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First task that you must do each day is planning.

You've set aside time to work on your business, but what do you do during that time? And that is actually the most common question that I get.

There are **4 components** to planning:

- 1. Create your calendar.** Make sure you know in which day and what time frames you have for each day to work on your business.
- 2. Figure out what goals you have,** be it for a week or even a month ahead.
- 3. From your goals you will create action items,** a task list, things that need to happen in order for you to reach those goals.
- 4. Prioritize.** What are the most important things for you to do each day? List them in order of importance and you will have a clear image of what you should focus on.

#2

EDUCATION

The second, very important, task that you should be doing each and every day to build your business is education.

Think about it.

If you want more for yourself, if you want a higher income, if you want more customers, if you want more followers, if you want more of anything in your life, **the very first thing that you must do is to become more.** You have to develop better skills, better habits, we have to become more of ourselves before anything else is possible.

I can't stress this point enough about education, because it is so important that you **protect those positive beliefs**, and not only that but increase the belief that you have in yourself. That **you can do this business** and **you can have all the success that you want.**

So we've got to protect that!

#3

NETWORKING

The third, very important, daily task that you must do each day is networking.

“Why” you ask?

Because every business thrives on customers! And in order for your business to thrive, you too must have customers!

It's not about trying to find people in order to make a sale. In fact, what we are trying to do, or what you should be trying to do is finding people that you can solve a problem for. Try to put your products, your services, your business in front of potential customers.

“So how do you do that” you ask?

By building relationships! Find people, see if they have a need and fill that need for them if your product or service suits them.

Use an email list or social media if you want to have a bigger reach to your customers, but the most important thing is that you find people that can become customers, each and every day.

#4

MARKETING

The fourth critical daily task that you must do is marketing. You need to be marketing not only yourself, your brand, but also your business.

Why is that important?

Think of it this way: if you have a brick and mortar business, but there are no signs anywhere, the windows are closed and even the door is shut. Do you think that you'll have a successful business? NO! You're not going to have a successful business.

For you to have a successful business, **you have to be open**. You need to let the world know about your business. You need to share with people the products and the services that you provide. This is the only way that people are going to know about what solutions you can offer to them.

How can you do it?

There are several ways you can do this. There is email marketing, Facebook marketing, Youtube videos, maybe you really like Instagram or Pinterest or Twitter. Think what you like to use, the social media platforms that you really enjoy.

Or do you like 1 on 1? Face to face? Could you potentially do mass events? Invite a large amount of people maybe once a quarter.

Think about how you enjoy doing marketing and see how you can reach the most people at once.

What suits you the best?

Answer this and start your marketing campaign!

#5

FOLLOW UPS

The fifth critical task that you must do is to follow up.

I can't stress this one enough, that you must follow up with the people that you perhaps introduced a product to or maybe even given up a sample or a demonstration.

You must follow up! And the reason you must follow up is that people are busy. You can't leave things up to chance. If you only send out an email and assume that they don't want your product just because they didn't reached back is wrong. Maybe that email got into the spam folder. Or it just got lost on the mix or maybe you entered their email address incorrectly.

Most people need to see something an average of 8 times before they seriously consider a purchase!

So don't get discouraged if you need to follow up 6, 7, 8 or even 9 times! Just assume people are busy and not that they don't want to hear what you are offering.

But how do you follow up?

My biggest advice for you is to keep all of your contacts in one central location. Have an email list or perhaps even a phone list. Maybe you can keep everyone right there in your cellphone. That's a good way to start, especially if you start out small. But eventually you will want to move to a more sophisticated database.

Make a list with your contacts. Keep all the information you have about them there. Keep all the little details like when you last talked to them or when to follow up again with them.

I use my phone for this. I schedule everything in the calendar. Everything that I need to keep track of, be it weeks or months away.

And the most important piece about a follow up is to **be helpful**. Be there to offer your advice, your help, your support.

So remember, stay in touch with your contacts. It will really help your business and your network will grow!

Thank You!

If this guide helped you or if you enjoyed it, please share it with your friends. Also if you want to learn more and stay in touch with me, you can check out my facebook account or my website.

**I look forward to connecting
with you!**



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