

How to Become **Known** and **Recognized**

This is Marlon Sanders. I'm going to be talking about how to get your name known, how you get a reputation. How do you get it so people know who you are and buy your products because of your reputation.

There are three keys:

- **Number 1- You have to be aggressive, proactive, get stuff going and do stuff.** Being in business for yourself, it is a little bit different than a job. At a job you sit around and wait for someone to give you orders and tell you what to do and give you steps. Do this step, then this and this. And then you go back and wait for their approval to see if you did it correctly. When people are hiring a coach this is what they are looking for. They are actually just looking for an employer. Do steps 1, 2, 3, 4 and then looking for the coach's approval. Well the only issue on that is not really the entrepreneurial approval or mindset that you did it correctly. *The entrepreneurial mindset is that you are going to go out, make it happen and be aggressive.* You have to be aggressive about meeting people, about following up and so forth. By aggressive I don't mean anything bad, you have to be proactive and take a lot of action. You don't sit around waiting for someone else to tell you what to do, wait for someone's approval, you just go do it. You just decide what you are going to make happen.
- **Number 2- Come up with new ideas and things you need to innovate.** Because people are attracted to things that are new. For example Tide Detergent ...



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