



Using this Four-Letter Word Can Actually Help You Grow Your Business!

We're all adults here, right? So it's a good bet you've heard every four-letter word in the book. Well, I want to introduce you to a new one. If you're sensitive, you may want close your ears and eyes. Ready? The word is....



Not a four-letter word, you say? Then why do so many of us business owners treat it that way?

Statistics show that about 45% of small businesses will fail in the first two years and 90% will fail in 10 years, and yet by some estimates only about 10% to 15% of struggling business owners will ever ask for help. What's with that?

In talking to business owners, there seem to be lots of "reasons" not to ask for help. Here are a few that I hear a lot: *"I've got my pride." "I don't want anyone to know that I'm struggling." "I want to make it on my own. I don't ask for directions and I don't ask for help." "I don't feel comfortable getting help from other people."* Can you hear yourself saying any of these?

Not asking for help may be hurting your business

But it doesn't really matter why we don't ask for help, the fact remains that not using this one little four-letter word may be holding you and your business back.

I'll admit it; "HELP" has not always been at the top of my favorite word list. (What? You don't have a favorite word list?) The word "HELP" reeks of weakness and even failure, right? *"Help I need somebody. Help not just anybody. Help, you know I need someone. HEEEEEEELP!"* Who wants to use a word like that?

Then a couple years ago, I saw the light. I won't bore you with what made the light bulb go off for me, but what I now realize is that asking for help is one of the keys to a successful business and a happier life.

Why struggle. When you can get help?

Asking for help is not a sign of weakness; it's smart business. It's a myth that anyone makes it totally on his or her own. Everyone needs help. I've now changed my tune to *"I get by with little help from my friends"* and it's made a huge difference.

I now use a variety of different types of help to keep my business growing strong. I have a coach to help me keep improving my business and life (Hey...even Tiger Woods has a coach! Of course he needs one now!) I'm in a group with other business owners to share ideas and to use as a sounding board when I'm spinning my wheels and need to get unstuck and moving, I have partners, who I share referrals. I even ask my clients for help in the form of referrals and feedback about my business.



And here's the kicker. It's better to ask for help early. Why wait until you're spinning your wheels, frustrated and at the end of your rope? Asking for help early, will speed you on your way.

To be honest, asking for help has been the single biggest difference maker in my most recent business growth surge.

Here's what I'd like you to do:

1. **Make a list of all of all the areas where you may need help:**
 - a. All the things that you know, you need to do but haven't been able to get around to.
 - b. The places in your business that you are stuck, frustrated and spinning your wheels.
2. **Identify the one or two biggest things holding your business back.**
3. **Ask for help.** Phone a friend. Hire a coach, create a group of peers to work on the problem together, ask someone in your industry who is doing a great job.

It's so simple!

Trust me. Once you get started, HELP is one four letter word you'll want to use a lot around your business. If you use it consistently, it will significantly improve your business, save you time and reduce the stress in your life!