

Marketing Strategy 82: Working ON Your Business, Not IN Your Business

In our lesson today, you'll discover the difference between working IN your business and ON your business.

While the difference between IN and ON is just one tiny letter, the distinction between these two ways of running a business is like night and day.

One way leads to exhaustion, low income and years of frustration. The other is the path to success, happiness and prosperity.

Here's why...

When you work IN your business, it means you are the one cleaning carpets, scheduling jobs and managing employees, amongst other things.

These are time-for-money tasks, which means your income is directly proportional to hours worked.

But when you work ON your business, you are the person planning what service you want to expand into, what new niche you want to target, how many trucks you're going to need as you expand.

These are value creation tasks. Every hour you spend working on them can generate thousands, even tens of thousands of dollars for your business.

How Can You Remove Yourself From The Day To Day Running?

As you gain more clients, you'll be able to hire others to work IN your business. They will work for you.

But until then, you need to set aside time every day to grow your business to that point.

TODAY'S TASK: Growing Your Business

1. Identify tasks that you can outsource within your budget. Things like web design, answering the phones etc. You can find people on sites like [Upwork](https://www.upwork.com/).

2. Free up time to focus on growing your business. Hire someone to do these tasks, and use the extra hours you gain to implement marketing strategies that make you more money.

Remember to work less and less **IN** your business and more and more **ON** your business. This strategy will work for you too and you can expect great results!

