

## Marketing Strategy 86: The Ultimate Key To Your Success

In today's lesson, I want to focus on a very important topic.

This is something that often gets overlooked in business courses, but I feel that it's my duty to mention it here. Otherwise, Steammaster Academy would be incomplete.

What is this topic?

### **Who Is Really Responsible For Your Business**

This is probably the single most important question when it comes to carpet cleaning success.

If you answered "I am responsible for the success or failure of my business. No excuses. No lies," then you should be proud of yourself.

You realise that you are ultimately accountable for everything that happens in your business either as a result of your hard work or lack thereof.

There is no such thing as luck when it comes to running a business.

With this manual, you have all the tools you need to be a huge success.

Start counting on yourself. You can do this. Make your plans and stick to them. But, if needed, be flexible enough to make changes and remember that not everything will work for every business 100% of the time.

You ultimately hold the key to your success. You will be the reason your company fails or succeeds.

### **TODAY'S TASK: Be Proactive**

**1. Be proactive.** When you run into problems, don't waste time worrying. Instead, focus on how you can fix them.

Remember the old mantra...

- There is **ALWAYS** something you can do
- There is always **SOMETHING** you can do
- There is always something **YOU** can do

