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**LoveBiz Networking
Business Tips, Questions & Reflections**

**1) Our business can only grow to the extent that we do.
To grow our business, we need to expand our thinking.**

*The Zero Game*

How much money does your business make now?
e.g. £10,000

If you added a ‘0’ to that amount, what could you to do differently
to bring in the extra income?
e.g. £100,000

Then if you added another ‘0’, what resources, contacts,
collaborations could help you achieve this?
e.g. £1,000,000

Reflect back on your answers – what new ideas have you triggered
that could be developed further for your business?

*This exercise expands our thinking beyond everyday boundaries and opens us up to new ideas and possibilities for our business.*

**2) Our personal brand is related to, but separate from,
our business brand and is a USP that no-one else can copy.**

How are you consciously developing your personal brand
alongside your business brand?

Do you ever feel that you ‘hide’ behind your business brand,
so you yourself are less visible to potential customers?
What effect is this having on your business?

Do people know who you are in your industry?
Do you get invited to appear in the media or to speak at events to your target market? How comfortable are you doing about public speaking?

*Whether we actively manage it or not, we all have a
personal brand and reputation. Our reputation is what others say about us
‘behind our back’. Our personal brand can influence our reputation,
which in turn influences who wants to work with us,
and how much they are willing to pay.*

**3) When we collaborate with other businesses with
similar values, we can leverage time, knowledge,
resources, and results.**Who is offering your target market products or services in a non-competitive way?

Who would you like to collaborate with?

What could you offer to their audience?

*Sindy Kaur helps business owners to expand their mindset to grow their business, through her Your Power Behind The Mask coaching programme. If you’d like to know more, please feel free to get in touch by emailing* *sindy@yourpowerbehindthemask.co.uk*