



beauty & wellness 



Dr Demartini

10 Principles for Business Success

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Building a business is half of the equation; making your business successful is just as important. Dr John Demartini offers 10 essential principles for a successful business

1. Identify a need:

Without a need to fill, there's no business. Offer a service, skills or a product that fills a need.

2. Be inspired:

Find those needs you are inspired to fill. When you can't wait to get up in the morning and do your job, people can't wait to use your services.

3. Identify what fulfills those needs:

If you're inspired to do things that are most important, you will increase your business.

4. Delegate low priority items:

Hire people to do what you are not inspired to do.

5. Maximise profits:

Make sure you are doing what's important both effectively and efficiently.

6. Save:

When you have a cushion of liquidity, you have a more stable business and will attract quality clients.

7. Invest:

Make your money work for you. Invest in progressively higher levels of risk and return.

8. Consider everyone's highest values:

If you communicate the company's vision in terms of employees' highest values, they will produce more. Also, consider your clients' needs regarding sales, advertising and marketing.

9. Expand the vision

Otherwise you'll plateau your business and your wealth.

10. Innovate and do research:

This way you will attract more opportunities. #