



THE BUSINESS OF AT HOME BUSINESS

February 2015 news



Jane Gardner

CEO
JGardner Marketing Ltd.

11902 229 St.
Maple Ridge, British Columbia
V2X6P8 Canada

Phone: 604-368-6576
Mobile: 604-368-6575
Office: 604-368-6576

janegardnerbusiness@gmail.com
<http://thebusinessofathomebusiness.com>

 janegardner.5283

 @janegardnerbiz

In 2013, after 17 years in a Home-based business, I thought I would go out and help others set up their dream home businesses at boahb.com.

NO MAN EVER BECAME GREAT OR GOOD
EXCEPT THROUGH
MANY AND GREAT MISTAKES.

WILLIAM GLADSTONE

WHAT'S HAPPENING AT BOAHB?

Progress Report

Welcome to my Newsletter!

February 2015 Progress

Moving forward It is Action Time!

Your Progress did I make this month?

Well, I did create a "How to Love Your Customers" video for World Love Week but it wasn't broadcasted. But so what!?

I have a 20 minute video that I can re-purpose and use for my own use!

I have an asset for my business! It was all about how knowing who you are and being able to know who your customers are, you have the key to creating better relationships with your customers.

Just as serendipitous was I found a business that will give me an easy way for me to set up my own membership sites with sales pages etc. where I can take control of my own courses. So, I'll start working on creating courses!

There is lots of talk about what is your vision for your business 1 to 3 to 5 years and it is an ongoing process.

HOW TO BE A LEADER FOR YOUR AUDIENCE

4 Steps to Increase Your Leadership Skills

When most of us hear the word leadership, we usually think of political officials, CEOs, military commanders, or even athletes. While it's true that you need good leadership skills to excel at these occupations, *leadership is a valuable skill that everyone from any vocation or background can use for their benefit and the benefit of others.*

Effective leadership doesn't come naturally for most of us. Luckily, there are several methods that you can use to build and refine your leadership skills.

Discover the leader in you! Try these techniques to boost your leadership skills:

1. **Strive for excellence.** Part of being a successful leader is your ability to set the bar for others. You can be a good role model by constantly seeking ways to improve yourself and aspire to excellence.
 - *A hallmark of leadership is excellence.* Work on honing your existing skills and developing new ones.
2. **Focus on your vision and set goals.** Consider what you want to accomplish in different areas of your life. Set goals that will help you to achieve your vision.
 - Set goals where you are able to periodically measure your performance and progress.
 - Break up larger goals into smaller ones so that you can celebrate your successes and maintain your motivation.
 - *Learn to identify and use all of your resources* in the pursuit of your goals. When making plans to reach your goal, always work with the resources you have in your current circumstances, rather than developing plans based on resources and circumstances that you wish were reality.
 - Be willing to refine your plans and ultimate goals based on your progress as well as your dreams.



-
3. **Develop your people skills.** Leaders are known for their ability to inspire others to work towards a common goal. To be successful at inspiring others to work with you, it's important to develop your people skills and emotional intelligence.
 - *Learn how to listen.* Doing so helps to establish a connection and build camaraderie and trust, so others are more likely to follow your lead and help you.
 - *Help others to be their best.* Part of being a good leader is motivating others towards positive change.
 - Seek input from others when discussing goals and plans to reach your objectives. Give others a stake in the results by seeking their opinion. They'll be more motivated to help you.
 4. **Be passionate and maintain a positive attitude.** Most of us take cues from others in social situations, so you can teach others to have a positive attitude and to be passionate in their efforts by doing so yourself.
 - Maintaining an upbeat attitude and giving your best effort help to energize the entire team so everyone is able to accomplish more, regardless of the circumstances.

Taking the time to develop your leadership skills can radically increase the amount of success that you experience in all areas of your life. These tips can help you to hone your leadership skills so that you can achieve your goals and enjoy a more satisfying life.

