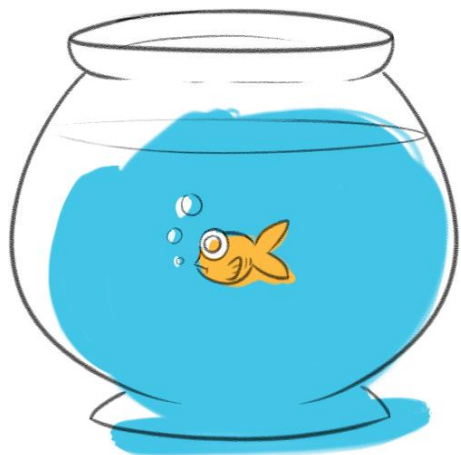


11 Elements to Ensure your Entrepreneurial Prosperity

David Zahn, Zahn Consulting LLC





1) Avoid Isolation, Surround Yourself With Supporters - Whether it is family, friends, subject matter experts, or others who have your best interests; don't hide now. Neither obstacles nor successes should be dealt with alone.

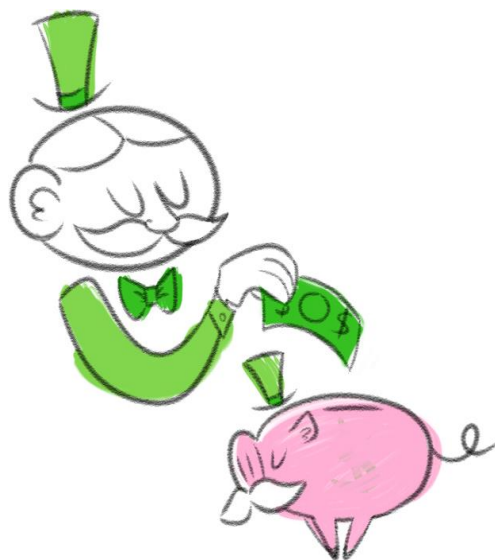


2) Widen Your Interests - Become more interested before focusing on being interesting. Learn and be curious about others and what they think, how they feel, the impact of their experiences, etc.



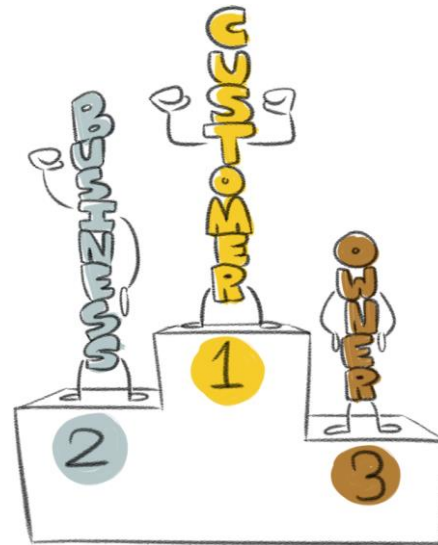
3) Keep stretching - Do not allow complacency to set in. Invest in professional development opportunities, seek to surround yourself with those who have achieved what you seek, allow yourself to be uncomfortable to grow.

4) You Before It - Upon receipt of payment, allocate payment for your needs first before considering where to spend the rest in the business. Create your own safety net for the times when the business is in need of some cash reserves.



5) Marketing is NOT a Four-Letter Word

Word - Promote yourself, the business, but most importantly, promote the *results* your customers have achieved.



6) Be Adaptable - Recognize the needs of a situation and react appropriately based on social dynamics, settings (know which fork to use at a meal, protocol for office visits, how to use web-conferencing tools, etc.), culture or other environmental influences.

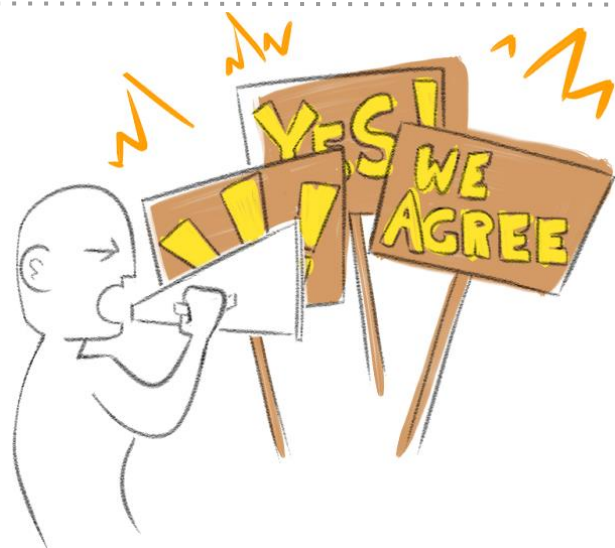
7) Communicate Outcomes and Results, Not Process

Results, Not Process - The customer does not purchase the *how* you do it, only the *benefit* of your product or service. Use stories of successes, metaphors, examples, analogies, and help the customer visualize what they gain by working with you.



8) Impress by How You Express

Use correct grammar in speaking and writing. Texting and emailing in a business setting is not an excuse for lazy communication.



9) Find Your Voice - Be known and recognizable as representing something that you are passionate about, do better than others, or support. Differentiate yourself by finding your niche and serving them well.

10) Advice on Advice - Not every opinion is given the same attention or weight. Unsolicited "help" is not always worth following. Distinguish between the counsel worth adhering to and that which should be ignored. Remember: a single piece of feedback is not a trend or a call to action.



11) Business is Not War - Though we often talk in war terminology (marshal the troops, take that hill, bomb them, etc.), no one dies as a result of a business meeting. Your worst outcome is that you leave as you came, no poorer than upon entry. Both your confidence and fear is apparent. Choose to show confidence and present yourself at your best.

To schedule your opportunity to discuss how you can achieve your goals, [click here](#) to secure your FREE 20 minute "Chat and Chew with You" with David Zahn



Meet David Zahn

David Zahn has worked and succeeded in numerous industries over a thirty-five year career (*is that courage, restlessness, or being opportunistic?*). He has worked as an individual contributor or subject-matter expert within companies; hired for his expertise in designing and delivering training, as well as managing employees that have been co-located with him, and other members of his team that have been remotely located. He has hired subcontractors and vendors, and he has successfully launched and grown his own businesses where he and his employees/colleagues were a vendor and subcontractor themselves. His experience crosses many different industries, with roles in telecommunications, auto ID (barcode scanners and the printing of barcodes), retail and consumer products manufacturing, market research, heavy equipment manufacturing, and even consulting to health-related non-profits.

His work has taken him to nearly every time zone and he has worked on six continents (no work as of yet on Antarctica). One of his most memorable client experiences involved working with an intimate apparel manufacturer that included having to stand in the middle of a department store comparing fabric and stitching (*the stares he was given from the shoppers still haunt him*).

His comprehensive business perspective and real-world, practical experience is supplemented by his academic and educational preparation. His graduate degree is from Stevens Institute of Technology in Instructional Design which informs his approach to correctly aiding you in identifying your personal objectives, business goals, organizational strategies, and specific tactics to employ to reach your desired outcomes and results. He has a proven track record in helping workplace veterans find direction and purpose contemplating career change. As an adjunct professor in two graduate school programs at the University of New Haven, David has “stress tested” many of the approaches he uses with his satisfied and successful clients. The focus and attention you’ll receive from him is both personal and proven.

An active writer and speaker, David has four books on consulting and training skills to his credit– *How to Succeed as an Independent Consultant*, *The Quintessential Guide to Using Consultants*, *Train to Gain, Not Remain*, and *Moving Forward with Consultants*–In addition, he writes an on-going column on business issues for daily newspapers owned by *Hearst Publications* and has authored numerous articles in publications as diverse as *T&D*, *Brandweek*, *MorningNewsbeat*, and others. Additionally, David frequently appears on podcasts and in industry publications (*BusinessWeek*, *Entrepreneur*, *Grocery Headquarters*, and others) and e-zines to provide perspectives on topics as diverse as entrepreneurship, consulting, branding, sales skills, data analysis, etc. In short, he will share his insights with anyone who asks (*and some that don't ask still get to hear his insights!*).

David is an adjunct faculty member at the University of New Haven in the Graduate Schools of Industrial/Organizational Psychology and Public Administration and teaches courses in Organizational Development, Consulting Skills, and Training Design.

When David is not crisscrossing the globe working on client projects he can often be found cheering on his favorite sports teams, sharing Buffalo Chicken Wings with anyone who will join him, or getting lost in books at a library or bookstore.

Are you ready to become David's own next success story?

