

Score More Clients with Cadence



Have you ever been absolutely mesmerized by the rhythmic nature of a drum line? If you have, there is that defining moment when the drum line comes together to create an amazing show leaving the audience captivated by their cadence.

As a business owner, it is important to captivate your audience. Your consistent action creates a cadence. The cadence creates a connection with your prospects. Saying it another way, you get on a roll and get noticed.

I was honored when a fellow professional speaker remarked how much she loved seeing my blogs and the consistent messaging. That cadence left an impression on her.

A business is a lot like a drum line. While musicians have their sheet music, which tells them when a note should be played, the next note to be played, and the end of the song, an entrepreneur has their strategic plans.

The problem is many business owners are simply missing a step in their strategic planning process to create that cadence. They may begin the year with a plan, but they don't create a regular habit of referring to their plan. After a while, you get so far off the plan, it feels like you're part of a really bad band rehearsal.

No matter how great the plan, nothing happens until you operationalize it. It's that consistent action of referring and executing your plan that starts the rhythmic flow.

When you plan your work and work your plan, you have distinct advantage. When you get clear on your direction and develop consistency through the execution of it, you create your cadence. By the nature of your cadence, you create momentum. That momentum is attractive energy.

Every year, one of the key appointments I keep on my calendar is my Strategic Planning Day. Like musicians have sheet music to guide them, business owners need to have well-orchestrated plans and consistently review those plans throughout the year.

This is the perfect time of the year to map out what you want next year to look like. During my Strategic Planning Day, I will:

- Review the accomplishments throughout the year and compare them to the plan
- Finalize next year's goals – and review how the following three years line up
- Operationalize the action plans

Adding this process to your business will do wonders for creating your cadence. When you operationalize your strategic plan, watch as you double your influence, impact, and income.