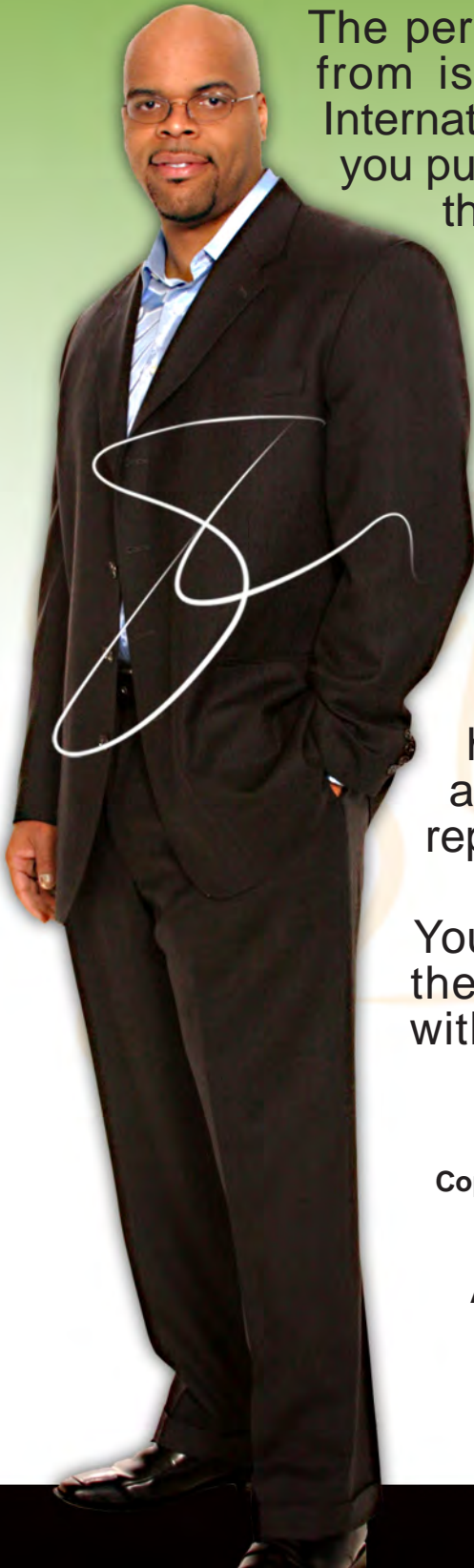


# MEASURING YOUR BUSINESS SUCCESS



*Stephen*  
**PIERCE**  
International, Inc.

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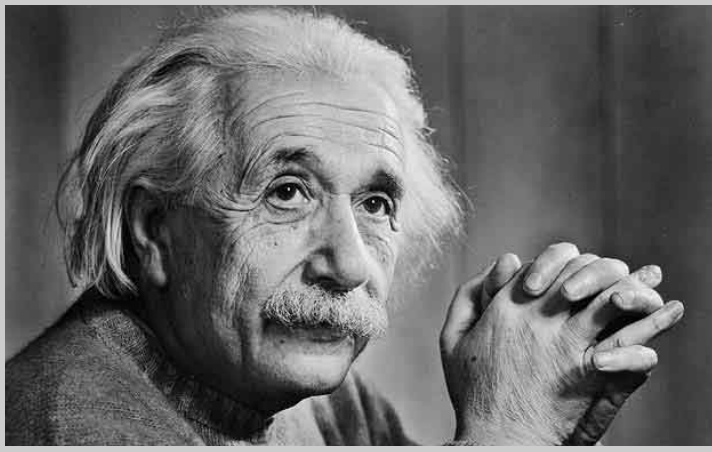
# Measuring Your Business Success

When it comes to measuring your business success the question that you need to continually ask yourself is:

*Am I there yet?*

To help you understand what this question is all about let me share with you a quote from Albert Einstein.

“Not everything that can be counted counts, but everything that counts must be counted.”



When you ask yourself if you're there yet, what you're asking yourself is if you are measuring your progress towards whatever it is that you're looking to accomplish. If you aren't measuring anything, how can you know if you accomplished anything... especially in relation to where it is you want to go.

In order to measure, there are two questions that you have to look at. The first of these questions is: How do you know if you're being successful?

## **How Do You Know If You're Being Successful?**

When we talk about measuring in business what we're really talking about is not just measuring things that are easy or measuring things that are convenient. You need to measure the things that count. You need to measure the things that are important.

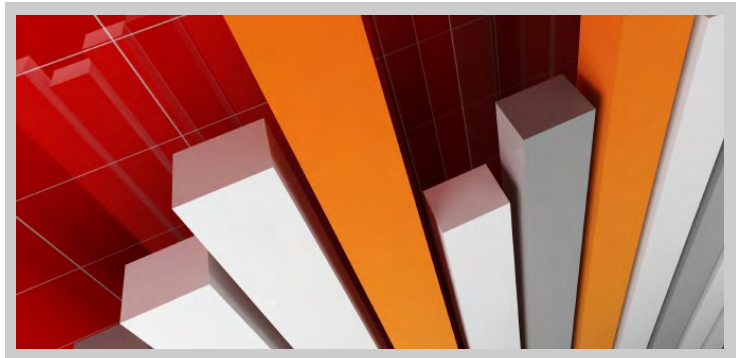
It is possible to mis-measure. Just as people can mismanage time and mismanage resources so too

can they mis-measure. What I mean by this is that when measuring, you can leave out the measurement of things that will show you whether you have some momentum or whether you are actually succeeding.

If your only point of measurement is the destination, reaching whatever the objective of your goal is, and you miss all the incremental steps in between, then you're probably going to miss out on the fact that you're actually becoming successful. *You will miss this because you have deleted the steps necessary to see this.*

If you look at quantum leaps, I can tell you that it looks like a quantum leap because everything in between has been deleted. Take for example a person who seems to be an overnight success... The fact is this person has probably had some very long and late nights to achieve this success.

When it comes to measuring your business success what you don't want to do is do yourself a disservice and you don't want to minimize the process and progress that you have made towards accomplishing whatever your big goal may be.



What you have to do is get clear. You need to be really clear on how you know if you are being successful. You need to set yourself up to win. You need to set up your measurements so that you can win. Don't set up your measurements so that it's easy for you to lose on a day to day basis.

The second important question that you should be looking at is: how do you know if you are getting into trouble?

## How Do You Know If You're Getting Into Trouble

This can be likened to driving a car and following the GPS. If you make a wrong turn that is not according to how the GPS has it mapped out, it will tell you. It will tell you that you've made a wrong turn and that you're going off course.



Let's look at this another way, the difference between driving to the store and getting there in one piece without hitting someone else's car is measuring your progress.

By this I mean knowing to stop at a stop sign, yielding when you see a yield sign and exercising caution when you see a yellow light. A lot of people see a yellow light as meaning accelerate, but you yield. You go on green. You make right and left turns turns down the right streets. You do all these things and you know if you're successful or not because you're on course and end up where you're trying to go.

When it comes to your business, do you know if you're being successful? Do you know if you're going off course or if your business is getting into trouble? If you want to know, you have to have a measurement system in place. This will help you to see exactly what's happening in your business.

### Measuring For Success

The first thing you need to do is to decide exactly what you're going to measure. You have to be very

clear on what it is you're going to measure. You will need to measure this on a regular basis. This could be daily, weekly, or monthly.

I recommend that you set things up to measure across all three of these spectrums. This means that you should have things that you measure daily, things that you measure weekly and things that you measure monthly.

There are a couple of reasons for doing this. One is so that you can make sure you're on course. If you happen to come off course you can then make adjustments. The second reason is to reinforce that fact that you're making progress no matter how small it may be.

The whole process of crawl, walk, run could be incorporated into this. Sometimes when you are making progress towards running you have to learn to crawl, then walk, then run. Crawling is a part of the whole process and it is part of the progression of getting where you want to go. You need to make sure that you don't delete this process. You don't want to have this stage of your business go unrewarded or unrecognized.



You need to make sure that you measure things that allow you to see this and know that it was an accomplishment. It may not be a really big accomplishment but it was something that shows you're still moving in the right direction. You can then reward yourself for this.

# MEASURING YOUR BUSINESS SUCCESS



In measuring small aspects, you will also be able to notice other things especially if you've strayed off course.

If you have certain things in your business that you're supposed to do every day, you should put these things together in an accountability chart. These are the things that you need to do every day and at the end of the day you can check to see if you actually did them.

If you have things that you are supposed to do every day, maybe to generate traffic or acquire new partners, whatever it is, at the end of the day you need to have accomplished this.

## Keeping Score

A great way to do this is to have a score board. If you have ten areas on your chart with each area having 10 points each, your objective will be to get 100 points every day. When you complete #1 you get ten points. When you complete #2 you get ten points. This will go all the way down to completing all ten items. Your goal should be to get 100 points every day.



If you start to see that you have a pattern of not getting 100 points per day. If you are getting only 40 or 50 points and at the end of the week you haven't gotten 100 points in a day you will automatically start to see that you're getting into trouble. These 100 points that you are aiming for will allow you to measure what it is you're doing action wise and what it is you are doing input wise.

If you get 100 points it means that you are being consistent and being consistent in doing the right things. As long as you are consistent at doing the

right things, you will ultimately get the results you're looking for. The moment that you're not being consistent, which will show up in your numbers, things will not add up when it comes down to your results.

What you need to do is put yourself in a position where you can measure what you're doing. This will allow you to see if you are being successful or if you're going off course.

If you are going off course you will be able to realign yourself. If you are being successful it will allow you to reward yourself and find some encouragement in the actual process and in the progression.

Instead of waiting to celebrate the ultimate destination, I recommend that you celebrate the fact that you are making progress towards your goal every single day.

Now that you know all this the third thing that you need to do is decide what you're going to measure and then do something about it. If you find that you are off track you need to make some corrective actions and adjust. If you find that you're on track then you should do something about it in the form of celebrating and reinforcing what it is that you are doing right.

If you're off track you do something and if you are on track you do something. You want to make sure that you reinforce whatever it is that you are doing. In short:



When you're on track, celebrate it  
When you're off track, take corrective action

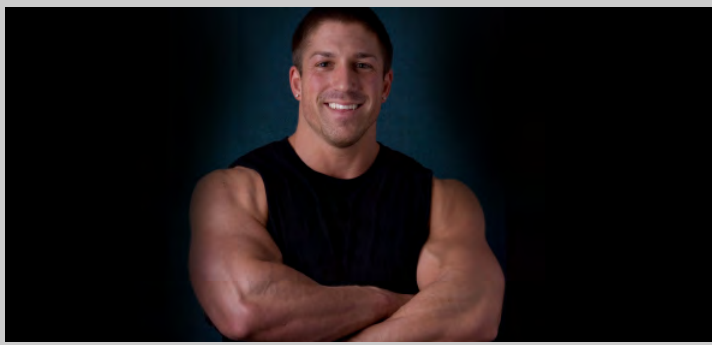
The bottom line is that you won't know if you're off track or on track if you're not measuring anything.

## Measuring The Right Things

You need to make sure that you are measuring the right things. It's not about measuring what is easy. It's about measuring what is important. If you go back to the Albert Einstein's quote, he said, "Not everything that can be counted counts, but everything that counts must be counted."

You need to think about your business and ask yourself, "What other things on a daily basis do I need to be counting or measuring that will be important towards my progress?"

If you take the example of a bodybuilder that really wants to win Miss Olympia or Mr. Olympia or Mr. Universe, they will have things that they need to measure.



They measure the number of calories they put in their body every day, the amount of carbohydrates they put in, the amount of protein they put in, the amount of fat that they put in, maybe even the number of calories that they burn, maybe how many hours in the gym or how many reps that they do or how many minutes they're doing cardio. They measure all these things because it's important for them to be able to see and know to get where it is they want to go.

The sample principle applies to your business. You need to know what it takes to get to where you want to be. You need to be committed, consistent and measuring things.

You need to know what you need to measure on a day to day basis.

Let's use the example of the bodybuilder again. If a

bodybuilder is measuring and he starts to see that he is putting in way too many calories and his aim is lower body fat and be really chiseled, he can correct this. He wouldn't know this if he wasn't measuring it. A bodybuilder makes measuring a part of his lifestyle so that is not a tedious effort. It is part of the entire process and he enjoys it.

As you can see, measuring everything is important. You need to be measuring on a regular and consistent basis and not just when you feel like it. You need to measure consistently and not when it feels good, or when it is convenient. You need to measure and recognize what it's showing you.



Ask yourself what kind of strategies you have in place to measure your progress, then reward yourself when you're on track or take corrective action when you're off track. Measurements in business...you can't succeed without them.

## If You Are Sick And Tired Of Struggling To Make A Living, This Internet Millionaire Will Personally Hand You Everything You Need To Start Making Real Money On The Right Away

The economy is still in a shambles and experts warn the worst is yet to come. The government bailed at the banks and the auto companies but no one bailed out the little guy...except for one Internet marketer.



It's a huge leap from the mean streets of Washington D.C. to Buckingham Palace, but Stephen Pierce was recently invited for dinner by Prince Charles.

He's been featured on major television news programs and speaks to packed houses around the world. He preaches a very unique message...

### This Is The Best Time To Get Rich

This may be the toughest time in history to get a job. Homeowners are forced to walk away from their homes in the face of foreclosure. And the commercial real estate market is about to go down the toilet as well. Yet for many, life has never been better.

You see there is one sector of the economy that gets stronger every year. It's doing business on the Internet. And it seems everyone – from the big players to 80-year-old grandmothers – is getting in on the action. It seems the Internet has never heard the word recession.

Amazon.com was started in someone's garage. Today, it rakes in \$19,000,000,000 a year – that's

19 BILLION dollars. Stephen Pierce is people, it seems so daunting. That's why Stephen Pierce's **MRMI Super Cash System** has been so popular worldwide.

### Live The Life Of Your Dreams!

**YES!** You come home to automated cash each day.

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**YES!** You can pay off any lingering debt that is eating away at your life.

**YES!** You can drive a new car every year for the rest of your life.

**YES!** Your Internet business can become your own personal ATM machine.

**YES!** You will be free of your J.O.B. and bosses that drive you crazy.

**YES!** You can do this in just 60 minutes a day.

**NO!** This is not a job.

**NO!** You don't have to have any experience at all.

**NO!** It won't take you months (or even weeks) to get started.

### Super Cash Success Stories

Stephen is a popular motivational speaker and knows what to say to get people to take action. That's why his system is getting great results like these:

"I made more money than I thought I would in 11 months simply selling a \$29.95 information product on the Internet working from home. By following Stephen's teachings, I have been able to retire my wife, travel with the family, and enjoy the good life." – **Greg Cesar**

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- 12 Ready-To-Earn Google Cash Creators. Just add traffic and Google will send you a check every month. Nothing could be easier.
- ...And much more!

Stephen believes in the power of the Make Real Money On The Internet In 7 Steps Super Cash System so much that's he's letting you claim his entire \$4,276 Internet Income System today for ONLY \$1.

**Click Here Now To Claim Your \$4,276 Internet Income System Today For...**

**ONLY \$1**

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# Measuring Your Business Success Worksheet

To explore measuring as it applies to your particular situation, consider the questions that follow.

**1. Have you reached your business goals?**

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**2. Are you measuring your progress?**

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**3. How do you know if you are being successful?**

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# Measuring Your Business Success Worksheet

To explore measuring as it applies to your particular situation, consider the questions that follow.

**4. What aspects of your business are you measuring?**

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**5. How often are you measuring?**

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**6. What are you measuring daily?**

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To explore measuring as it applies to your particular situation, consider the questions that follow.

**7. What are you measuring weekly?**

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**8. What are you measuring monthly?**

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**9. Are you using a daily points system?**

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To explore measuring as it applies to your particular situation, consider the questions that follow.

**10. Have you a plan in place if you go off track?**

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**11. What reward system are you using for being on track?**

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