

*Be Bold and Be Proud.*

**"I choose bold. I choose action. I choose what's right for the people. I choose to make a difference"**

### **Bill Richardson**

There's this amazing thing that happens as soon as our kids are born. The minute they pop out (yeah like it's as easy as that ;) we have this innate sense of what is good for our kids. They scream, and we know the best thing for them is to be fed. As they get older we know they need to play, be loved, eat their veggies and brush their teeth. We know that when you put all this together you have a happy, healthy child.

Unfortunately our kids aren't born knowing the same information. They can ignorantly travel through life thinking that a diet of sweets, coke and fried chicken is just fine thank you very much! So, do we stand back and let them eat cake all day long? Or do we mumble quietly under our breath that "maybe they could sort of just try a couple of peas and see, and I'm sure they'll be able to find out for themselves, eventually".

Definitely not. If your household is anything like mine, when you know that something is good for your kids, that their lives will be enriched, and they will be happier and healthier (even if they don't know it yet) then you let it be known in no uncertain terms that this is good for them, and they need to do it - now!!

### **What's this got to do with being a Mumpreneur?**

I'm going to make an assumption here - I'm going to assume that the product or service that you are selling is something you believe in. Something you believe is going to positively benefit your chosen target market. I'm assuming that you're not just in business to make a quick buck and then run like crazy so no-one can catch you.

Yet when it comes to 'selling' your wares; when it comes to letting some one else know that your product can solve their problem, what do 90% of us do? We become humble and bashful. We hope that someone else will tell them for us. We hope that they'll just find us - on the net, in the phone book. Then when they do find us, we don't want to 'sell' to them! We wouldn't want to make someone buy what they don't want to.

### **Can you see where this is leading?**

If you believe in your product, and you know it will make a real difference to somebody else's life, then start treating them like your kids. Playing aeroplanes to get them to eat peas is probably going a bit too far, but let your customers know, in no uncertain terms that what you have is good for them. This isn't about you any more, it's about what's really good for your customers. And you know your product or service is exactly that!

**Leap 'n' Bound:** Take a moment to reflect on an area of your business where you're not playing a bold game. Write down the next three steps you can take to start *showing* your customers the impact your business will have on their life, and then take those steps.

*Rochelle Dent is the founder of Leaps 'n' Bounds Coaching. She partners with Mumpreneurs to increase their profits and decrease their stress. You can find more articles by Rochelle on her website at [www.leapsnboundcoaching.com](http://www.leapsnboundcoaching.com) on the "Free Stuff" page. While you're there, make sure you get your copy of The 3 Biggest Mistakes Mumpreneurs Make in Business (and How to Avoid Them) free and as an added bonus get 'Mumpreneur Magic' – an informative and inspiring e-zine especially for Mumpreneurs.*