

Why You're Not Getting the Results You Desire in Business!

I'm going to make this podcast episode short and sweet because I want to ask you a really important question about the content you create for your business.

Are you just mindlessly creating content in your business?

- I had the biggest ah-ha moment the other day as I was listening to a live stream.
- I realised I wasn't serving in my business, I was just doing the things I thought I should be doing.
- Are you creating content because you need to be visible online to get clients?
- Or, are you creating content so you can be off service to your ideal clients and really help them to get the results they truly desire in business?
- Do you see the difference between those two approaches?
- Focus on serving your ideal clients and building relationships because it has been in these moments that I have attracted clients into my business and I didn't have to strive so much.
- Serve and go the extra mile because let's face it, it's never crowded.

Why are you making content for you business? Are you just mindless creating content without a clear strategy? If this is where you are at in your business I would love to encourage you to start thinking about how you can help your target market achieve what they truly desire and then create content with this in mind.

If you would like to learn how I can help you figure out which passions you really want to pursue and build your dream business then I would love to invite to check out my work with me page.

<http://www.ameliahay.co.uk/work-with-me/>