



Multiplying Your Impact

I had an interesting conversation this week with a client about how they seem busier than ever, but don't seem to be accomplishing as much as they need to. A pretty common problem, based on what I've heard and seen lately.

Lots of challenges: high expectations, people are struggling/desperate, competitors are intensifying their efforts to gain/keep market share, tension at work...and at home. The *real* problem is that expecting a "one for one" return on your time/effort is no longer a sustainable proposition. More and more resources are available that can *multiply* efforts, so that is becoming the benchmark.

The solution?

1. Make sure that you are moving in the right direction. [Is it your passion? Does it align with your personal Values? Is it what your customers - whether in your personal or professional life - really, truly want?]
2. Connect with pre-existing, natural networks. [For example: if you sell widgets, identify (or start!) a widget-users association of people who are passionate about widgets. Make the very best widgets possible. Provide value. Invest effort to be an influential authority within that community. Enlist your new fans to participate in connecting the dots between their passion and your product. If you honestly deserve their business, the value of your product/service will spread like wildfire throughout this pre-existing network of passionate members.]
3. Connect with various types of social marketing venues [Even if, like me, your forte is not technical or social networking, you can partner with those who provide this service. Chances are your passionate, loyal customers will handle spreading the word if you simply give them access to you.]

This effort will guarantee that others - whether in person or via social networking, etc. - will multiply your efforts. When your activities align with who you are, your customers, and the most effective forms of connecting all those dots, you (via "they") will multiply your impact.