

3 Tips to Overhaul your Business

1. Solve Problems

Richard Branson once said, “The best businesses come from people’s bad personal experiences.” When you boil it down, all businesses are problem solving companies. McDonalds solves your hunger, Apple solves communication problems, [On Time Capital](#) solves your cash problems. When you become focused on the problems that your business can solve for the customer, it makes the user experience better and the sales pitch a lot easier. When the customer is experiencing a pain of some kind and you offer a solution the conversion rate is large in comparison to a small business trying to sell a product.

Don’t sell product, solve problems.

2. Pitch Fast

It’s no secret that our attention spans are getting smaller. In fact, recent studies have shown that an average adult’s attention span (8 seconds), is now less than the average attention span of a goldfish (9 seconds). When you pitch your product, if you have gotten the customer’s attention, you will need to make every second count. (EX: On Time Capital’s quick pitch is simply “Cash for Your Business”) Make sure that your pitch directly shows how your customer’s problem can be solved by your company, and then maybe a few reasons your company is the right choice.

Remember we are competing with goldfish for attention span, and the goldfish are winning, keep it simple.

3. Hustle with Focus

The top 10 richest men in the world make more than the bottom 50% of the world combined. Why is that? It certainly isn’t because 10 people can work more than 3.5 billion people. It’s because the 10 people hustle with focus. Success isn’t about doing more total, it’s about doing more of the right things. Focus on the actions that are getting you the most results.

Your time is limited, focus with hustle.

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