

How To Train Yourself To Have An Optimistic Mindset

Business is not as tough as we think but at the same time, it's not easy. In life, instead of running away from problems, we should search for the solution! Well! The ideas of startups start right from there.



I feel that without facing problems we can't do anything big in this world. In most cases, we get ideas to start a business by facing real-time problems. Well! In India, most of the Startups fail due to the lack of analysis and execution of the ideas. Also, the lack of support from the surrounding people when the new startup begins is a major cause for its failure. Mostly people think about the risk and give up even before trying it. We also need a proper team to execute these ideas.

We should have a proper approach towards Advertising and Marketing to reach the correct audience. We should advertise the product in such a way that it should touch the customer's hearts and make them share proudly. Through the Advertisements, we should impact the customer's mind and give a reason for them to buy. Sometimes the customer doesn't buy but they refer the Product to their Family and Friends. For example, if someone asks us what the best Android mobile is in the market, some of us may say One Plus whether we're using it. This is the actual impact of the Advertisement. At the beginning of the sales of the product, you can target a particular community or geography to increase sales. Remember that product should be suitable and useful for that particular community when you target them.

Teamwork plays a very important role when it comes to making a business successful. *We need to think out of the box and do something different from our competitors and only then can we stand in the competition and even win it!*

We need to analyze the situations, customers, and client's mindsets to build a successful business. To make your brand top in the world of business you should never think only about your profit but you should also give importance to your employee and customer because without them your business is nothing. When the employees don't get acknowledgment for their work, they may leave your company.

You have to reward them for their contribution to the companies' growth to work more for you and your company. When your company gets an award don't forget to acknowledge your employees. This also applies to your customers, but in a different context. You have to collect feedback from your customers from time to time to know your faults in the business. Then you can work upon your faults and make your customers happy. You need loyal customers and employees to run a successful business for a long span.

We should learn something from the life of Steve Jobs that is to "SAY NO". He never compromised in anything and that is the reason he was a successful businessman. Remember that you shouldn't compromise in your work and always try to give your best be it any competition. Accept your mistakes and work on them and get a solution. Trust and Commitment also play important roles in the growth of a business. When people trust you it is a big boon to you. "NEVER BREAK THE TRUST, IF ONCE TRUST IS BROKEN IT IS HARD TO GET IT BACK." The main reason for Ratan Tata's success is to give importance to Trust and Commitment when compared to the profits. He works for his country and not just for him and his family. He always thinks about the welfare of his COLLEAGUES, CUSTOMERS, and COUNTRY. You may feel weird by listening to Colleagues here but he indeed considers his employees as his colleagues. This indicates the importance given by Ratan Tata to his Employees. My personal opinion is that when you start a business, don't just start it for your own welfare. You should contribute something to your Country's growth. Remember a sentence in your life, "you are your own competition". Always try to improve yourself and your business.

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