

1 Page Quick Action Sheet

Fail To Learn Show #31, with Jim Keenan ([go to show page](#))

This 1 page quick action sheet gives you 3 points you can take action on this week. These 3 items will keep you focused for the week.

1. Market research

Two of Keenan's three failure stories involved businesses that started without enough market research. This may seem like common knowledge but we often get clouded by our excitement to build something amazing and miss critical details.

Spend some time questioning the norms in your industry.
How do they want to buy? How do they want to be sold? What are they buying?
What types of ads are your competitors successfully running?

2. Listen to others

You are not the only one with good ideas. Duh?
Just like market research, getting perspective from someone who's not caught up in the excitement is important.

Take their ideas and consider them. Find out how they can help what you're working on.

3. Start a blog?

Keenan started writing at asalesguy.com because he was worried about he wasn't going to be promoted at his old sales job. He wanted to build an online resume he could point to and say, "This is why you will hire me." it worked out even better for him.

Even if you're not looking for a job, writing makes you a better communicator in all mediums.

And if you want to make it in life, you need to know how to sell. And if you want to sell effectively, you need to communicate with purpose.