

## Recognize and acknowledge your weaknesses.

In business you run into many people. There will be some who will love your products and services, there will be those who think that your business is ok and there will be others who think that your business stinks. We all want to hear about the good and being complimented in business is a great honor. But, sometimes criticism can create the momentum that drives us to greater achievements.

I am not saying that you should listen to the people that target you because they just do not like you. Comments like "you suck and my German Sheppard could run your business better than you," are not the type of criticism I am talking about. But, you should listen to those who have something valuably negative to say about your business. If you plan on running a great business then you need people to tell you what you are doing wrong. As much as it might hurt the ego to have anything negative said about your business, chances are, if one person is thinking it there are others out there thinking it too. It is just that they have never told you.

Your critics will tell you many important details about your business that you will never get from anyone else. You will not hear these things from family or friends because they would never intentionally hurt your feelings. These people are your biggest fans and fans tend to see only the good. Critics, on the other hand, will tell you everything you do not want to hear, but it is everything you need in order to improve.

They will honestly tell you why they do not like your products or services. They will tell you the things you could do to make them like it and they will tell you about other products and services like yours that are better. If you take these comments and find a common theme and notice that several people have a common complaint than it is wise to look into the issues and try fixing them.

However, you must consider that no matter how "great" your businesses is, no matter how "great" your product is, or how "great" you are, there will be people who just do not like you, your business or your product. This is why it is important to try and focus on common dissatisfactions from your customers and non customers alike. These common complaints will be the force that will drive you to examine and reexamine the details of your business that may go unnoticed because you are too busy and wrapped up in the daily operations associated with your business.

We are definitely not our own best critics and it is hard for us to recognize our own faults. So when you hear a negative about your business try not to take it to heart;

instead, turn the negative into a positive. Recognize and acknowledge your weaknesses, turn them into strengths and watch your business grow.