hAPPenings

PIONEERING PROGRAMMERS

There's one more month remaining until 2019 ends - how much has your business grown and develop? Soon, 2020 will come and a whole new set of expectations will float above your head. But expectations can differ a lot from reality. And sometimes, our expectations will fail us. So how do you avoid failed expectations? By doing everything you can to meet them. This month is the perfect time to learn what you can improve on and bring those learnings over to the next year. Let's start with customer feedback. Some businesses tend to overlook the value of feedback. What can you do to turn feedback into assets?

MANAGING CRITICISM: HOW TO LEARN FROM FEEDBACK

It is within human nature that negative feedback is automatically bad news. We believe that this influences how we perform and that we fell short of what we were supposed to do. Criticism or negative feedback should not be seen in this manner, we must see this as room for improvement. How you accept and acknowledge feedback defines the mentality and ethics that you practice in everyday life.

It is never easy to just accept the feedback given, especially if it is negative. This will truly affect us onset after receiving them, it's natural. How you act after will define your maturity as an individual. Here are 5 ways that we believe can assist you on how to learn from negative feedback, turning this negativity into something positive.

5 Ways to Accept Feedback

1. Take ownership of the feedback given

The reason why we negate the fact that the feedback is for us is that we feel that it affects our performance. We try to find someone to blame or reasons for us not to accept the feedback given. Ownership is the first step in using criticism to your advantage, to use this as a step towards your individual growth. Without feedback, everything will remain the same and a routine is generated. There is only one thing constant in the world today, and that is change.

2. Feedback is always positive, even when it's negative

Negative feedback will always have the impression of failure, keep in mind that positivity is always an option. There are always two sides of a coin, how you perceive the feedback given can surely affect the way that you would approach it. If you remain positive and use the feedback for upskilling and personal improvement, then you would attract the growth that you aim to achieve.

3. Use the feedback for setting personal goals and expectations

Your role in the company is achieved by the amount of hard work that you invest. Goals can be reached by leaps and bounds if you aim to do so. As you utilize the feedback given by peers and superiors, you can set personal goals and expectations that can further betterment you as an employee. In the working industry, you will never attain growth, if you do not seek to grow.

4. Show them your willingness to change

Just because you are given negative feedback, this does not define you as a person. As you accept the feedback, make sure to showcase your willingness to adapt to these changes. A great employee can easily manage feedback and produce high-quality services. Willingness can't be taught; it is a practice that you choose to believe in.
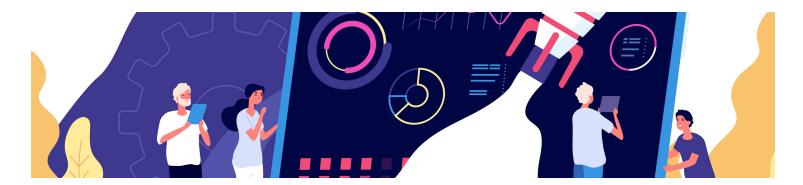
5. Feedback showcases interest

If your immediate supervisor provides immediate feedback for the work, you have produced. That means that they see potential in what you have provided. You can never get the first try perfect. Your supervisor will only provide criticisms and feedback if they can see that you can accomplish the task. As you eye for a promotion or title in the company, how you respond and react to the previous criticisms play a vital role in your acceptance.

Oddly enough, a lot of people have difficulty learning how to learn from negative feedback. If you can change your outlook on the "negative" side of things, then we can assure you that you are on your way to the top. Feedback is an opportunity, how you use this opportunity is entirely up to you.

Businesses often overlook the importance of a landing page. Usually, when a business deals with digital marketing, they tend to focus on ad optimizations and think, landing pages are just added extras in the business. If you're one of these people, you should start to think otherwise. Landing pages secure a cornerstone for online marketing because they ensure the interest that grabs potential customers/consumers.

These five tips will benefit the success in creating a stellar landing page.

Tip #1: The design must be clean and attractive

The overall design of your landing page can be simple and eye-catching. What most startups think is not enough. Utilizing all forms of effects and graphics can overwhelm your potential clients. Simplicity would not connote a lack of flare with your desired output. An effective landing page should portray the company/ product that you are trying to sell. Filling-out order forms or subscriptions can easily be manipulated with buttons and colors, too much can overwhelm what you are trying to sell. Not enough effort makes the page bland.

Simplicity and cleanliness will surely get you a long way.

Tip #2: Offer your best with a smashing header

Your offer should easily grab the attention of your potential buyers. Showcasing what you have in store if they purchase your product. This is where your brand can also provide deals and discounts which will surely win the loyalty of your customers. The header defines what your landing page is for and how your product differs from what is already offered in the market.

Tip #3: Maximize trust signals

Trust signals can come in different forms. Reviews, comments, testimonials, and even referrals can boost your landing page. These are indicators that your landing page is not a bluff, nor will your customers doubt the product that you are planning to sell. Your trust signals will also help your customers build a relationship with your company. Social media connections can also aid in the improvement of your landing page, potential clients and customers rely on the opinion of previous experiences with the product that you have to offer.

Tip #4: Make it mobile-friendly

In the generation that has already evolved and adapted to mobile apps for convenience and ease. Your landing page must adapt to the same concept. The majority of startups and entrepreneurs would only focus on how their page would look on desktops and laptops, apps, on the other hand, would have different features. Therefore, what looks good on a website may differ on their mobile phones. You would need to apply both concepts for you to spearhead your landing page among others.

Tip #5: Always test your landing page

Before designing a landing page for viewing with the public, make sure to run tests. These tests will define and portray your possible outcome. Generate a pool of people that can openly comment and criticize your current landing page so that you may improve based on the feedback. A different perspective will always benefit personal outputs. If you would solely trust in what you have already created, there may be creases and gaps that you were not able to fill. Testing or running your page can surely help.

These tips will aid in skyrocketing your landing page. Always widen your perspective in terms of improving your current startup or business. Settling for the ads and forms of marketing strategies that you have already established can get you far enough. Pushing yourself further as you experiment and try other forms of marketing will surely aid in your success.

Knowledge is power - this phrase has been thrown at us for decades, and there's a reason for that. Gathering information is something that every entrepreneur needs to become successful. Many great individuals taught themselves to learn new skills and be on the top of their games, without heeding the advice of coaches or mentors. How? By reading books. And this approach can also apply to entrepreneurs building their empires. Here are book recommendations for entrepreneurs that can help you master different skills or learn new ones. Each of these books will equip you with the right knowledge in any of your chosen fields.

8 Books You Need to Read in 2020

1. Think and Grow Rich by Napoleon Hill

If you are going to search for a good read about being a successful businessman, this book will be part of any list you encounter online. Napoleon Hill was able to summarize the basic ideas on growing and developing your business, especially if you have no idea what you're doing! It's going to include business aspects that need to be kept in check and the factors you need to take into consideration to keep everything working. This will give you insights on how successful businessmen and women execute their plans to become rich.

2. The E-myth Revisited by Michael E. Gerber

When it comes to small businesses and growing them into giant empires, The E-myth Revisited is the book you need to read. It will make you realize, identify, and correct common mistakes that every new small business is doing. These mistakes prevent SMEs from succeeding in their chosen industry. Not only will the book make you realize the common mistakes you've been doing, but it will also give you a whole lot of tips on how to fix them. This book by Michael is a fresh take on how to manage small businesses, especially if you're new to entrepreneurship.

3. David and Goliath by Malcolm Gladwell

As far as small businesses are concerned, nothing is more motivational and uplifting than to see your own small business in a leveled competition with big brands in the market. This book reiterates the steps that you need to take to make your small business successful. The book includes understanding and learning about your competition, interpreting that information, knowing the obstacles that you will face, and the opportunities that you need to take advantage of.

4. Good to Great: Why Some Companies Make the Leap and Others Don't by Jim Collins

This book is all about managing an existing business. This will widen your view and give you fresh new perspectives on managing your business better. It will determine a few things to help you improve - to understand what your business lacks, to identify your company's strengths, and how to make use of those strengths to fortify your company. Jim Collins provides a good study on how mediocre businesses save themselves and build new business models that will help their business stick around for the long haul. If you are trying to save your business, this is one of the top books we recommend.

5. The Lean Start-Up by Eric Ries

Eric Ries understands what you need for your business to grow. The Lean Start-Up includes everything you'll need for you to understand growth hacks, business fortifications, and business developments as early as now. This book will give you a holistic understanding of the reasons why start-ups die early and fail. It will show you that every possible situation that can potentially lead to failure is something that you can prevent or avoid. The Lean Start-Up gave a different kind of approach to how start-ups should work, which includes understanding counterintuitive programs that will greatly help your brand.

6. Crush It! Why NOW Is the Time to Cash In on Your Passion by Gary Vaynerchuk

If you've ever found yourself close to giving up, this book is a great reminder of why you're pursuing what you've been pursuing. This book is going to drive you to endure the hardships of having a business and how you can continue pushing your business to successful heights. The book focuses on how you can make your own brand, and popularize it using the internet, with step-by-step guides. This book contains suggestions and recommendations which can turn your hobbies into something even more. After reading this book, you will soon exploit the power of the internet for your brand or business to achieve its greatest potential.

7. Outliers: The Story of Success by Malcolm Gladwell

Malcolm Gladwell has always been one of the most popular authors that entrepreneurs turn to for motivation. Therefore, he deserves another spot on this list! The Outliers contains the results of his observations and examinations from different successful businessmen and women, which under all circumstances is considered extraordinary. This book will serve as an eye-opener for you to grasp an idea of certain individuals that are considered the best at their chosen craft, and how can you be one of them too. It will give you an idea of what it is like to be on the other side of the business, where there is nothing but success and the common misinterpretation of most people about it.

8. How to Win Friends and Influence People by Dale Carnegie

How to Win Friends and Influence People is about turning your network into something more. If you've ever had a difficult time winning over new friends and collecting potential clients, then this is the book for you. This book focuses on how great communication skills will help you achieve your goals. It will also give you pointers on how to maintain communication with people involved in your business. This is one of the most motivational books that you can read as it explains the ladder to your own success.

Being an entrepreneur is a craft that needs to be mastered. Reading and arming yourself with the necessary knowledge are part of every businessmen's journey to success. Read these books recommended for entrepreneurs, embed them to your mind and put your learnings in a special place in your heart. Soon, newly acquired knowledge will pave the way to your success.

Social media has become a dominant platform for successful and developing businesses. Startups and young entrepreneurs have utilized social media to market their products and services. With a unique engagement strategy through social media, marketers are able to bridge the gap between customers and businesses. Social media has created a way for customers to have better connections with businesses.

The relationship between a brand and its customers is pivotal in how the business can flourish. But there are a few questions you need to ask yourself before you can maximize the use of social media.

- What is your brand's tone of voice?
- What is your brand's projected personality?
- How likely are you to engage with customers online?
- How often does a customer engage with your brand online?

Identifying the answers to the questions above can help you build brand personality and effectively engage with your customers in a uniformed manner. Your brand can't be formal one day and informal the next. You need to consider how you engage with customers, and how they can view your brand as a person. Here are some tips that can spearhead effective engagement with your customers through social media.

Effective Engagement with Customers on Social Media

Tip #1: Use social media as a breath of fresh air

Lots of small businesses are using social media to gain more customers. However, most of these businesses are only using paid ads and sponsorships. Which can be a nuisance for potential customers. As a business owner or a stakeholder, you have to put yourself in your customers' shoes and use their perspective to your advantage. Think of what your customers want to see with your product or service. You may start posting random topics that capture or intrigue your customers, to lead them towards what you provide.

Lively and interactive connections with customers through social media is one way to provide them with a clear grasp of what you have to offer. As a business owner or a marketer, this will give you a fresh and new perspective on how your customers appreciate your product or service.

Tip #2: Follow the trend of society

The product that you are selling or the service that you are offering may not be needed in everyday life. This can be challenging for some businesses, how you can market the services and products that you offer. However, if you will post, share or involve

yourself with the latest trend, you can assure that your followers will increase, and it is inviting to potential clients and customers.

It will show a tremendous increase in your viewership, which drives potential leads. You do not have to make a statement on every hot topic out there, you only need to pick those trends that are related to your business. This way, it will make your base customers feel like they are a part of something bigger, other than the fact that they have purchased your product or acquired your service. You are not directly engaging with your customers, but it will make them feel more valued in some way.

Tip #3: Maximize the brand that you have on hand

Your brand may not be as unique as you may think it is. What makes your brand popular is your attitude towards everyday customers and the quality of your products or your services. You may ask them to share their experiences as a first-time shopper or a frequent one. This will give you a good amount of feedback and testimonials which you can pin on your social media page.

Having a great history with your base customers will give you a solid foundation for potential customers as they will share, tag, or post your brand on their own accounts to populate a trend. This is a social media marketing technique that proves to be effective in gathering more clients, at the same time an effective engagement with your customers.

Tip #4: Using feedback will initiate improvement

This is something that is worthwhile and should result in effectively improving your product and service. You can send a personal message to your loyal customers or maybe post on your social media accounts. Simply ask them for their feedback and suggestions on how they think you - as a business owner or marketer - can improve your product and service.

This will open new gates of ideas to make you save time thinking about it on your own. Even more so, your base customers will feel appreciated since they can tell what they really feel about your product or service. This kind of engagement will be your focus group which will be filled with different opinions and suggestions for your business.

Tip #5: Utilize your customer's hurdles and hindrances

Aside from your daily activities on social media, like posting and sharing your product or service, you can also generate random posts about everyday concepts that involve your product or service and make it relatable for your customers. This may not directly engage them, but it will give them the idea that your business will cater to needs that they do not speak of. You are feeding them the reality that we are all of the same nature and we can provide to those needs.

Engaging your customers is something that every successful business need. They are not just buying your product or acquiring your services, but they are also becoming a part of your growing business. It is vital for customers to feel important. You do not simply send them a message on everything about your product or service. You need to express more than just a 'Thank you' and give them something more personal. Reaching out to your base customers will make a long way and prevent them from looking for business elsewhere.

PIONEERING
PROGRAMMERS

🏠 www.devs4msps.com
www.pioneeringprogrammers.com

📍 1059 S Sherman Street
#140 Richardson, Texas, TX 75081

✉️ info@devs4msps.com

📞 972-895-3100