

Staying Focused: The Secret To Generating Revenue Consistently

How do you generate revenue today? How will you generate revenue tomorrow? These are the only two questions you need to answer to stay focused.

While there are several reasons why people go into entrepreneurship, at the top of the list of every entrepreneur is rendering a service that adds value to their customers — a journey that isn't as easy to execute as it looks on paper. The entrepreneurial journey is laden with tasks that are not often envisaged from the beginning.

It is no surprise that data from the U.S. Bureau of Labor Statistics show that "approximately 20% of [new businesses fail](#) during the first two years of being open, 45% during the first five years and 65% during the first 10 years."

However, it's not always doom and gloom, as the same report has it that "only 25% of new businesses make it to 15 years or more." Making it into the 25% sphere that doesn't fail is what you aspire for as an entrepreneur, but how solid is your foundation to achieve it?

Getting Caught In The Entrepreneur Web

Falling into that ever-tangled-up entrepreneur web is as easy as cutting through butter with a hot knife. Most entrepreneurs inevitably find themselves in that endless web of wanting to get involved in everything that takes place in their business.

Getting involved in everything seems the logical thing to do. However, what that eventually culminates into is spending more time on the things that may not be a top priority for your business.

Adding value by solving your customers' problems and generating revenue through your service is your top priority. That's your goal as an entrepreneur. It should not be compromised.

Achieving these goals involves distancing yourself from other entrepreneurial distractions such as avoidable long meetings and being busy doing unproductive things that won't generate revenue.

Why Staying Focused Is The Catalyst

How focused you are at rendering value to your customers and generating consistent revenue in the process determines how far your business will survive. It ultimately begins with [understanding your "why."](#) as Simon Sinek would put it.

Clarity of purpose brings you ever closer to achieving your revenue goals as a business. Focus requires effective thinking and paying detailed attention to what needs prioritizing because it is how you can reason, solve problems and make effective decisions.

A lack of focus will eventually lead to a decline in productivity, which moves you farther away from successfully achieving your business goals.

Laying The Focus Foundation

Generating steady revenue will always be an integral part of any business, making it one of the key components to be prioritized. Revenue is what keeps a business afloat, ensuring that the business continues to add value to its customers by solving their problems.

However, without an effective foundation in place, achieving it becomes impossible. Your focus foundation is what makes up for how you can successfully achieve the goal of consistently generating revenues. Some of the ways to achieve that include:

1. Daily execution.

2. Positioning your business.

3. Investing in yourself.

4. Investment in your team.

5. Long-term value to customers.

• **Daily execution.** Every business has a series of daily activities that make it tick and function continuously. These daily activities — from marketing to sales to administration and other business wings — make up your business. Effectively channeling the proper resources toward these activities leads to achieving the right results. Task delegation is a pivotal part of achieving your desired results.

You don't have to do everything or get involved in all daily activities because correctly hiring the right people in the right places can help you fill that gap, thereby taking the burden off you.

• **Positioning your business.** How do you intend to project your business? What will your customers best remember you for? Most importantly, why should they buy from you? Standing out as a business requires you to do what your competition is not doing. Your brand story and the uniqueness of your service are among the determinants of why customers would want to bring out their credit cards or open their purses to buy from you. Sales are the engine that drives revenue and other aspects of your business. The greater the sales, the higher the revenue.

• **Investing in yourself.** Personal branding is the new oil of business. We are in an era where business is technology-driven, providing more branding opportunities that weren't there before. Maximizing social media as a thought leader is a potent way to elevate your business and appeal to your audience.

According to a Sprout Social [survey](#), "70% of consumers feel more connected to brands with CEOs that are active on social." There are also other ways to invest in yourself as a business owner such as taking courses on entrepreneurship as well as attending seminars, training and other professional offline gatherings such as LinkedIn Local.

- **Investing in your team.** As Sir Richard Branson [once said](#): "Clients do not come first. Employees come first. If you take care of your employees, they will take care of the clients."

Employees are the center of gravity of your business, as everything revolves around them. They know more about which strategies work best and how to interact with customers than you'll ever know. Having an environment where healthy workplace culture thrives and diversity and inclusion is a big part of your business model can yield optimum results in the long run.

- **Long-term value to customers.** The long-term value you bring to your customers is certain to increase revenue, as your customers are likely to come back for more when there is that emotional attachment between them and your product.

Conclusion

Staying focused in business may not be getting all of the accolades it deserves, but it plays an important role in the success of a business. It helps entrepreneurs pay more attention to things that require prioritizing and adding value to customers.