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- To align your team so they can help you grow your business to the NEXT LEVEL?
- Know your and understand your business finances so you can make the BEST DECISIONS?
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Let me help you master the 3 key elements to create a complete 360 solution to the challenges you face in your business and let's take your business to the next level.

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# FOUR BUSINESS LESSONS WE CAN USE FROM THE ELVIS MOVIE TO BE MORE SUCCESSFUL



## BUSINESS GROWTH TIPS

By Audrey Faust, MBA

Some of you may have seen the recent Elvis Movie. I did and I really enjoyed it plus I was surprised to walk away with some great insights. I'm very excited to share four valuable business lessons that I personally took away from 'Elvis' to be more successful.

### 1. People will always remember how you made them feel.

There is a very famous quote from Maya Angelo along these lines and it is so true! Elvis was a genius at this, he made women feel something that they didn't know that they could feel. He sparked an excitement in people that was unprecedented and that was part of his magic.

So always remember when dealing with either your current or prospective clients, how are you making them feel? Are you making them feel heard? Are you making them feel important? Because that's what they're going to remember.

### 2. Pay attention to your numbers.

I'm putting my CFO hat on here! Elvis got himself into trouble because he didn't pay attention to his numbers and that can often be the downfall of some businesses. We can have success and then let that get away with us and start forgetting that knowing our finances and being able to understand them is really the key to long-term success. Or we place all of our trust into someone to take care of them and completely check out on that side of our business which is never good.

If numbers are not your thing, then make sure you educate yourself on the

basics and then hire someone who you really trust to support you with this.

**3. It's all about the snow! In the movie they refer to snow as like the wow factor!** Elvis was around at a time when there weren't really any great big shows put on by entertainers. He really blew the lid off the industry by dressing a certain way, dancing a certain way, and creating these big shows for his audience. And because of this people even tried to shut him down and put him into jail for the way he was performing!

Sometimes what we want to offer can be ahead of the times or very different from our competitors, but in order to stand out in today's market we have to remember that it's all about the snow!

### 4. Never stop believing in your dreams.

Elvis really believed in his dreams and vision. He did not let anyone stop him even though they tried. He carried on even in the face of a lot of criticism and hate towards him.

The few times in his career that he let people try and change him it didn't work, and you could see him lose pieces of himself to make others happy, but when he brought it back to who he authentically was and what he was about, you could see not only him, but all his fans come alive again. He created a legacy that is undeniable and has lasted long beyond his years.

So don't be afraid to be who you authentically are, to follow the dream / vision that is burning deep within you and don't let other people's advice sway you if it doesn't feel aligned with you.

More helpful articles on growing your business can be found on Faust Consulting's website blog [www.audreyfaustconsulting.com](http://www.audreyfaustconsulting.com).

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