



E-Book

# 25 TIPS TO GET MARGINAL GAINS IN YOUR BUSINESS

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## 25 Tips to Get Marginal Gains in Your Business

Marginal gains are important in business because they can lead to significant improvements over time.

In his book "Atomic Habits," James Clear emphasizes the importance of making small, consistent improvements in order to achieve big results.

By focusing on small, achievable goals and making incremental improvements, businesses can improve their performance, streamline their processes, and ultimately achieve greater success. This approach is particularly effective when combined with the principles of atomic habits, which involve identifying and cultivating small, positive habits that can lead to long-term success. By making small changes to their habits and processes and continuously reviewing and adjusting their approach, businesses can achieve ongoing growth and improvement.





# Set Clear Goals



Setting clear goals is essential for any business looking to achieve success. By breaking down your objectives into smaller, achievable goals, you can make consistent progress and achieve significant improvements over time.

## Use the SMART Framework

The SMART framework is a useful tool for setting clear and specific goals. It stands for Specific, Measurable, Achievable, Relevant, and Time-bound. This means that your goals should be clear and well-defined, have a measurable outcome, be achievable, relevant to your overall objectives, and have a set timeline for completion.

## Focus on the Process, Not Just the Outcome

In his book *Atomic Habits*, James Clear emphasizes the importance of focusing on the process of achieving your goals, rather than just the outcome. This means breaking down your goals into smaller, more manageable steps, and focusing on making consistent progress towards them. By building positive habits and routines, you can make incremental improvements that lead to long-term success.

## Be Flexible and Adaptable

Setting clear goals is important, but it's equally important to be flexible and adaptable. Business environments are constantly changing, and it's important to be able to adjust your goals and strategies as needed. By regularly reviewing and adjusting your approach, you can stay on track and make sure that your goals are still relevant and achievable.

## Set Both Short-Term and Long-Term Goals

It's important to set both short-term and long-term goals in your business. Short-term goals help you make consistent progress and keep your team motivated, while long-term goals provide a clear direction and focus for your business. By breaking down your long-term goals into smaller, achievable milestones, you can make steady progress and achieve significant improvements over time.

## Track Your Progress and Celebrate Your Successes

Finally, it's important to track your progress and celebrate your successes along the way. By measuring your progress and regularly reviewing your performance, you can identify areas for improvement and stay motivated. Celebrating your successes, no matter how small, can also help keep your team engaged and motivated to achieve more.

Setting clear goals is essential for achieving marginal gains in your business. By using the SMART framework, focusing on the process, being flexible and adaptable, setting both short-term and long-term goals, and tracking your progress and celebrating your successes, you can make consistent progress and achieve significant improvements over time.



# Create Systems for Testing and Measuring

Creating systems for testing and measuring is crucial for any business looking to achieve marginal gains. By gathering data and analyzing your performance, you can identify areas for improvement and make incremental changes that lead to significant improvements over time.

## Identify Your Key Metrics

The first step in creating an effective testing and measuring system is to identify the key metrics that matter most to your business. These could include metrics such as conversion rates, customer satisfaction scores, or revenue growth. By focusing on the metrics that are most important to your business, you can make sure that your efforts are aligned with your overall objectives.

## Use the Right Tools

There are a variety of tools available for testing and measuring, including Google Analytics, A/B testing software, and customer survey tools. Make sure that you're using the right tools for your business and that you're using them effectively. Invest in training or consulting services if necessary to make sure you're getting the most out of your tools.

## Set Up a Testing and Measuring Schedule

Creating a testing and measuring schedule can help ensure that you're gathering data consistently and regularly. This could include setting up weekly or monthly check-ins to review your metrics and make adjustments as needed. By making testing and measuring a regular part of your business processes, you can stay on top of your performance and identify areas for improvement.

## Focus on Continuous Improvement

In *Atomic Habits*, James Clear emphasizes the importance of focusing on continuous improvement. This means making small, incremental changes to your processes and strategies over time. By focusing on continuous improvement, you can make sure that your business is always moving forward and that you're constantly improving your performance.

Creating effective systems for testing and measuring is crucial for achieving marginal gains in your business.

## Share Your Results and Insights

Finally, it's important to share your results and insights with your team. By sharing your metrics and insights, you can create a culture of transparency and accountability. Encourage your team to ask questions and provide feedback, and use your insights to drive decision-making across your organization.

Creating effective systems for testing and measuring is crucial for achieving marginal gains in your business. By identifying your key metrics, using the right tools, setting up a testing and measuring schedule, focusing on continuous improvement, and sharing your results and insights with your team, you can gather data, make informed decisions, and achieve significant improvements over time.



## Focus on Small, Incremental Improvements

Focusing on small, incremental improvements is a key principle in achieving marginal gains in your business. By making consistent progress towards your goals, you can achieve significant improvements over time.

### Identify Your Keystone Habit

Your keystone habit is the habit that has the biggest impact on your overall performance. By identifying your keystone habit, you can focus on making small, incremental improvements that have a significant impact on your business. For example, if your keystone habit is effective time management, you can focus on making small improvements to your scheduling and prioritization.

### Use the 1% Rule

The 1% rule is a principle that involves focusing on making small, consistent improvements over time. By making just a 1% improvement each day, you can achieve significant progress over the course of a year. For example, if your revenue is £1 million per year, a 1% improvement would result in an additional £10,000 in revenue per year.

### Focus on the Process

Focusing on the process of achieving your goals, rather than just the outcome, is a key principle in Atomic Habits. By breaking down your goals into smaller, more manageable steps, and focusing on making consistent progress towards them, you can achieve significant improvements over time.



## Review and Adjust

Regularly reviewing and adjusting your approach is important for achieving marginal gains. Use data and feedback to make informed decisions and identify areas for improvement. By continuously reviewing and adjusting your approach, you can stay on track and make sure that your goals are still relevant and achievable.

## Celebrate your Successes

Finally, it's important to celebrate your successes, no matter how small. Celebrating your successes can help keep your team motivated and engaged, and can reinforce the importance of focusing on small, incremental improvements. Make sure to acknowledge and celebrate the progress you've made, and use it as motivation to continue making improvements.

Focusing on small, incremental improvements is a key principle in achieving marginal gains in your business. By identifying your keystone habit, using the 1% rule, focusing on the process, reviewing and adjusting your approach, and celebrating your successes, you can make consistent progress towards your goals and achieve significant improvements over time.



## Build Atomic Habits

In the world of sales, transparency and honesty are vital for establishing trust and fostering long-lasting relationships with customers. Jeffrey Gitomer, a renowned sales expert, has long emphasized the importance of these qualities in creating an authentic sales experience.

## Start Small

The first step in building atomic habits is to start small. Focus on creating a simple, achievable habit that you can do consistently. For example, you might commit to spending 10 minutes each day reviewing your business metrics. By starting with a small habit, you can build momentum and gradually increase the complexity of your habits over time.

## Use the "Cue, Craving, Response, and Reward" System

The "cue, craving, response, and reward" system is a key principle in Atomic Habits. This system involves creating a clear cue that triggers a craving for your habit, followed by a specific response that leads to a reward. For example, you might use a specific alarm tone as your cue to review your metrics, and then reward yourself with a cup of coffee once you've completed the task.

## Track Your Progress

Tracking your progress is important for building atomic habits. Use a habit tracker to monitor your progress and hold yourself accountable. By tracking your progress, you can identify areas where you're making progress and areas where you need to improve.

## Make it Social

Building atomic habits can be easier when you make it social. Find a group or a partner who shares your goals and habits, and work together to hold each other accountable. You can also use social media or other online platforms to share your progress and get feedback from others.

Building atomic habits is essential for achieving marginal gains in your business.

## Use Habit Stacking

Habit stacking is a technique that involves linking a new habit to an existing habit. For example, you might link your habit of reviewing your metrics to an existing habit of checking your email. By linking your new habit to an existing habit, you can make it easier to remember and more likely to stick.

Building atomic habits is essential for achieving marginal gains in your business. By starting small, using the "cue, craving, response, and reward" system, tracking your progress, making it social, and using habit stacking, you can cultivate positive habits and routines that lead to long-term success.





# Review and Adjust

Reviewing and adjusting is an important process for achieving marginal gains in your business. By regularly reviewing your performance and adjusting your approach as needed, you can make informed decisions and ensure that you're making consistent progress towards your goals. In this blog, we will explore 5 tips for reviewing and adjusting in your business, referencing the principles of Atomic Habits by James Clear.

### **Use Data to Inform Your Decisions**

Data is an important tool for reviewing and adjusting your approach. Use tools such as Google Analytics, customer surveys, or A/B testing to gather data and analyze your performance. Use this data to inform your decisions and identify areas for improvement.

### **Set Specific Review Periods**

Set specific review periods for your business, such as weekly, monthly, or quarterly. Use these review periods to assess your progress towards your goals and make adjustments as needed. By setting specific review periods, you can ensure that you're regularly assessing your performance and staying on track.

### **Encourage Feedback From Your Team**

Encourage feedback from your team to gain additional insights into your performance. Encourage them to provide feedback on what's working well and what could be improved. Use this feedback to make informed decisions and identify areas for improvement.

### **Use the "Good, Better, Best" Framework**

The "good, better, best" framework is a helpful tool for assessing your performance. Identify what's good, what could be better, and what's the best-case scenario. Use this framework to identify areas for improvement and set achievable goals for your business.

### **Be Flexible and Adaptable**

Finally, it's important to be flexible and adaptable when reviewing and adjusting your approach. Business environments are constantly changing, and it's important to be able to adjust your goals and strategies as needed. By regularly reviewing and adjusting your approach, you can stay on track and make sure that your goals are still relevant and achievable.

Reviewing and adjusting is an important process for achieving marginal gains in your business. By using data to inform your decisions, setting specific review periods, encouraging feedback from your team, using the "good, better, best" framework, and being flexible and adaptable, you can identify areas for improvement and make informed decisions to achieve significant improvements over time.



# A Bit About Us

## Our History

Founded by Brad Sugars in 1993, ActionCOACH has served thousands of businesses and their owners worldwide and in every category imaginable. By showing owners how to get more time, better company teams, and more money on their bottom line.

## Vision and Purpose

We want you to succeed. At ActionCOACH, every individual within our team commits to our vision of "World Abundance through Business Re-education, purpose "A Coach in Every Business," so together we can make a difference.



## Making Business Ownership Easy

It is time to make a change... With 98% of clients saying they would recommend ActionCOACH, this will be a change we are certain you will be proud of when looking back at your business growth.

## A Commitment to C.A.R.E

ActionCOACH clients, whether they be small, medium, or large, will have a desire to have us help them achieve their goals and be able to take on our commitment to them by returning their commitment to ActionCOACH. They will be forward-thinking, willing to learn and grow, and willing to work as a team player in the development of an organization of "people."

Our clients will be selected more on attitude than size and they will want to deal with us because we understand people are important, systems should run a company, we offer the most practical, most applicable, and fastest strategies on growth, and most importantly, because we mean what we say. We will give people back their spirit and freedom through business development.

## Finding a Coach

If you would like to act now and start your business coaching journey with our committed team, simply reach out to us at [actioncoach.com](http://actioncoach.com).