

How to set 'bigger than big' results for your business in 2022



Carl Heyerdahl/Unsplash

Set 'bigger than big' results for your business in 2022, writes Graham McGregor.

OPINION: The New Year is now underway and it's a perfect time to think about what you want to achieve between now and the end of 2022. I recommend you make this the year of "bigger than big" results.

Here's a good example: When US technology expert Daniel Burrus was writing his book *Flash Foresight*, a few years ago he wanted his book to be a *New York Times* bestseller.

That by itself would have been a big result. But then Daniel went way beyond this big result.

He wanted a "bigger than big" result for his new book.

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"Not only am I going to make *Flash Foresight* a *New York Times* and *Wall Street Journal* bestseller, I'm also going to make it number one on Amazon in every category," he said.

"And I don't want to be number one just on Amazon in the US; I want it to be number one on Amazon in Europe.

"Not only that, I want it to be a bestseller in Asia. In fact, I want it to be required reading all over the world."

Once you start to think about getting bigger than big results, then you start to ask yourself some obvious questions like this: "What are the strategies I need to use to accomplish these bigger than big results?"

"Choose to be Extraordinary in everything you do

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— Daniel Burrus (@DanielBurrus) [December 28, 2021](#)

In Daniel's case, not only did his book make those bestseller lists and become number one on Amazon for quite a long time in every category, it also was number one on Amazon in other countries, and the largest newspaper in China devoted an entire page to his book.

And his book is required reading for executives from many Fortune 500 companies.

Why? Because Daniel started with the goal of a big result and then made it even bigger.

Setting goals

Let's apply this "bigger than big" idea to your own business for 2022.

- What number of new referrals would be a big achievement for your business in 2022? Set a goal of at least twice this number.
- What amount of new sales would be a big result for your business in 2022? Set a sales goal of double this amount.
- What amount of positive media publicity would be a big result for your business in 2022? Set a media publicity goal of double this amount.
- What number of new leads to talk to each month would be a big result for your business in 2022? Set a new monthly leads goal of twice this number.

Now that you have set some "bigger than big" goals, the obvious question is how do you reach these results? The short answer: you need to try a lot of new marketing strategies.

Keep at it

Many years ago, I sold sales training seminars and I spoke to a lot of sales managers.

I found that if I was referred from one sales manager to another, it was far easier to get an appointment with them. And then make a sale.

However, I was only getting about two referrals a month at the time. I wanted a lot more.

So over a six-month period, I tried a dozen different strategies to get more referrals. But nothing I tried worked. I was still getting about two referrals a month.

Then I tried one more thing and I received around four referrals for the month. The next month I got eight, and I knew I was on to something.

I did some minor tweaking and in the next month, I got 119 referrals.

In fact, I got so many I didn't have the time to follow them all up. Which was a nice problem to have.

Set ambitious goals for your business this year.

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Set ambitious goals for your business this year.

Now here's the thing

Sometimes you need to try a number of new marketing strategies until you find something that works well for you. Other times, you just need to give one strategy a bit more time to reap results.

I remember interviewing 21 of the most successful real estate sales professionals in the country more than 10 years ago.

One of these real estate superstars shared with me a simple strategy he used to get 66 per cent of his listings every month by referral.

In other words, people would ring him up and ask him to sell their home.

His strategy involved sending out a one-page snail mail letter and a five-paragraph email to 250 people every month.

However, this plan took one full year before it started producing amazing results for him.

If he had stopped sending his one-page letter and five-paragraph email before the year was up, his marketing strategy would never have worked.

One final comment on 'bigger than big' results:

Over the last 44 years in business, I've seen hundreds of business and sales people achieve results that are so good, they are sometimes hard to believe.

And in virtually every case, they achieved these results by doing different or new things from what they used to do.

So set “bigger than big” results for your business in 2022. Try lots of new marketing strategies and have some patience. You’ll be surprised at what you can achieve.

Graham McGregor is a marketing advisor. You can get his free marketing guide ‘The Plan B Sales Solution’ at www.simplemarketinganswers.com.