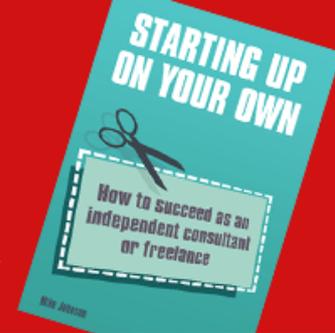


STARTING UP ON YOUR OWN

Mike Johnson.

FT Prentice Hall
FINANCIAL TIMES



Module 50: The 24 Hour Rule

Have you heard about the 24 hour rule? If you haven't you need to know about it. The 24 hour rule is probably one of the most important things that any Independent can take into account when he's starting up in business. And also, if he's been running one for years and years. We need to remember the 24 hour rule.

What it's all about is this. Let's say you write a proposal. It's a good proposal - you like it. The numbers add up and you want to get it off to your prospective client as quickly as you possibly can because he wants it, and you want the business. What I'm saying to you is, if you're a real professional, what you try and do is don't send that proposal as soon as you finish it. Step back. Go home, sleep on it, come back in the morning, and I guarantee that you will find at least one thing that you will change. Very often it will be the numbers on the bottom line. You will make your proposal look better, the client will like it and you will get a better chance of getting the business.

The other thing you will probably find is (I guarantee this too) one or two spelling mistakes that you haven't found yet. We all know what we think about people who send us proposals and letters with spelling mistakes. We don't think very much of it. We think it is terribly unprofessional. So remember, step back, think about it, take 24 hours to consider what you have done. The same thing applies to your private life as well. Just take that time to reconsider. Things always look different in the morning and you will always make a better decision about what you are going to do.

Remember where you heard it first.