

# Consistency



Welcome to the IGNITE momentum guide. Are you ready to give your business an adrenaline rush? By following this programme, you will set the stage to increase clients, sales, and customer revenue, plus elevate your passion and purpose for your business.

Drawing from over 30 years of experience in marketing and strategy, I've observed countless organisations across various countries thrive by integrating this model. ALL successful businesses have these elements in place.

IGNITE is centred around four pivotal areas in this workbook we will focus on:

1. **Consistency:** Knowing your objectives isn't enough; you must consistently act upon them. It's about taking steady, deliberate steps towards your goal, embracing the Kaizen principle of continuous improvement.

Whether you choose to focus on a specific area that needs attention or run through the whole programme, this guide has a series of exercises for you to complete in order to start seeing the changes in your business immediately.

[Connect with me](#) if you need clarification or help progressing.

I invite you to embark on this journey, leveraging these time-tested principles, to propel your business and life to new heights.

Yours Sincerely,  
Stefan Somersall-Weekes  
**SDSW Marketing**

# CONSISTENCY is the key

One quality stands out as crucial for your success: consistency. Being consistent in your actions isn't just about doing the same thing over and over again. It's about doing the right thing day after day.

"Success isn't always about greatness. It's about consistency. Consistent hard work leads to success."  
– Dwayne "The Rock" Johnson.

Your Secret Weapon - Accountability Roundtables.

An invaluable tool in your consistency arsenal. Imagine a call twice a week where you and other driven individuals share the tasks you've set out for the week and hold each other accountable for their completion. That is an Accountability Roundtable.

Why is this effective? Neuroscience research has shown that when we publicly commit to tasks, we activate social and psychological mechanisms that make us more likely to follow through. Essentially, we are leveraging the innate human desire for social approval and the aversion to social disappointment. Verbalising your top 3 actions for the week also brings clarity.

Moreover, NLP techniques advocate the idea that our linguistic constructs can shape our behaviour. By voicing out your goals and intentions, you're setting your brain up for success. It's a mental blueprint that you're creating and reinforcing every time you speak it out.

**Momentum Creation:** When you consistently deliver on your tasks, you create momentum that propels you forward. Just like a snowball rolling downhill, your business will gather speed and size.

This is what consistency can do for you:

**Increase Confidence:** With every task you complete, you build more confidence in your ability. Over time, this self-belief makes challenges seem surmountable.

**Build Trust:** When stakeholders see your consistent performance, trust is established. This can lead to better business opportunities and collaborations.

**Improve Decision Making:** By regularly reviewing your goals and tasks, you hone your decision-making skills, making it easier to prioritise and eliminate distractions.

"It's not what we do once in a while that shapes our lives. It's what we do consistently." – Tony Robbins

Being consistent as an entrepreneur is essential. The path to success is a marathon, not a sprint. By setting regular tasks, holding yourself accountable, and focusing on the bigger picture, you can ensure that your journey, though long, is constantly moving in the right direction.

Remember, 'Kaizen', the bridge between your dreams and reality is built brick by brick through continuous improvement, consistently. So, start now. Create your own Accountability Roundtable. Share your weekly actions. And stay the course. Your dreams are waiting for you on the other side!

### Exercise 1:

Create your personal Roundtable.

- Identify 5 supportive entrepreneurs and schedule a 30 min call twice per week
- Each give a 5 minute update on the actions you have planned for the week to deliver on the initiatives that will close the gap on your objectives.

Live long and prosper.

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Well done for reaching the end of this guide. This tells me that you are really looking for ways to create momentum and grow your business.

The next step for you is to book a place on a [live workshop](#) or schedule a [1:1 call](#) to see if you are eligible for the personalised IGNITE programme.

## In summary:

There are four proven elements that will guarantee success for your business.

1. Build a **Confident** growth mindset
2. Create **Clarity** through planning
3. Act **Consistency** on actions that matter.
4. Join a **Community** for encouragement and expertise

Simple, but not easy.

If you feel that you have a handle the exercise, then go for it and start creating passion and momentum in your business.

If you feel that you would like to run through the exercises in a group session, then join me at the next workshop where we can do just that. [Register for the How to create passion, drive and momentum workshop.](#)

Or maybe this feels overwhelming and you would like a personal session to navigate the programme at your pace. [Arrange a time for a 1:1 call.](#)

In any case I wish you all the success in your business and life.

Regards,

Stefan Somersall-Weekes

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I help businesses create momentum

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