

Megan Hills interviews

Clayton Elliott

Business owner of health and
wellness products



Keep motivated while setting up your business

Two years ago Clayton Elliot created a business selling health and wellness products. This involved developing a sales team called ‘associates’. As each associate profited directly from their own sales, they had every reason to feel motivated.

One of the new associates looked like a real winner. “He had already tried the supplements and knew they were great” Clayton said. “But while he was a very good networker, no time was made for training. Instead he just thought about the money and how quickly he could make it. Two weeks later, the business was clearly harder than anticipated. I’d ask him questions about the product and he didn’t know the answers. He gave up shortly after that.”

“The smartest way to stay motivated”, Clayton explained, “is to first work out what you really want from the business. Find the emotional spark and get a clear view of the bigger picture. Then chunk it down into small and specific goals. This keeps you motivated because you are clear on exactly what you want AND what you need to do to get there.”

Clayton’s Top 3 Tips for maintaining motivation while setting up a business:

- 1. Do your research first** - Find out what you really want and exactly what kind of business would suit you.
- 2. Be committed** - Plan for - and commit to - the time it takes to set up and develop a business successfully.
- 3. Maintain focus** - From when you wake up in the morning to when you go to bed at night, keep what you really want in the forefront of your mind.

What Clayton Elliott says about TLS

“Eleanor is very down to earth. She relates to everyone in the group, including those who aren’t usually big talkers. There was one guy from Afghanistan who didn’t speak English well so he was very quiet. During the break Eleanor made an extra effort to talk to him, building him up to bring him into the circle. That really stuck out for me, because there’s not many people who can work with people so well as a whole group and then also individually.”

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