

Nothing falls out of the clear blue sky

One would hope anyway....

You know the feeling of having something just fall into your lap? It's pretty sweet to get work/clients/customers "out of the clear blue sky." But, the thing is, they aren't just dropping in from outer space like ET. No, they are there because of your past performance.

If you have done good work in the past, you have past performance to back you up. If, on the other hand, you have done shoddy work in the past, your past performance will be an obstacle. Either way, your past can make stuff fall out of the clear blue sky—or not.

For marketing purposes, nothing is quite as powerful as word-of-mouth or referrals. If a trusted source gives you a name of say, a carpenter, you are very likely to contact that person. That person has been "cleared." If you call the carpenter to come fix your broken bannister, you are not contacting him out of the clear blue sky. You asked around and found that someone recommended this particular carpenter. For the carpenter, who may have been sitting back that particular day, it felt like he got business fairly easily. He didn't. He earned it, right?

Your past performance can help you earn new business—and it can help keep business away.