

Karma and Business

Beyond planning, people, and perseverance lies pure dumb luck.

By: *Nancy A. Shenker*

March 3, 2010

Over the past three weeks, I've covered the three aspects of marketing innovation that we can control to some extent. The fourth "P" is that "right place/right time" factor that sometimes is simply impossible to schedule, predict, or force to happen.

This week I spent Monday at the [International Restaurant & Food Service Show of New York](#), one of my favorite events (because of the variety of exhibitors and, of course, the free snacks).

"What are we supposed to be doing here?" one of my newer team members asked. Although I could easily talk about the more basic and obvious aspects of our presence - spending time with a client and learning about what's new in the industry - the "unknown" aspect of these events tends to be as powerful as those activities that are planned. While there, I ran into a former colleague who told me some of her clients need marketing assistance. I met a video producer (even though I wasn't specifically looking for video services at the show) who might be a perfect fit for an upcoming project. So, very often, the things you are not expecting can be as meaningful as those things that are planned.

When I look back at my years in business, I realize that at least a quarter of my clients have come from some kind of seemingly random (at the time) connection. So, is there any way to increase your "luck?"

- Keep an open mind, maintain a positive outlook, and don't be afraid to speak to "strangers."
- Be sure to follow up on leads - before they become stale.
- Seriously consider any opportunities for connections - get out of your office periodically.
- Do nice things for others and be sure to say thank you when people do nice things for you in business. (Yes, this sounds cheesy, but gratitude goes a long way).

Next week, I will be moving on from the four "Ps" and focusing on some new trends in the marketing industry - especially those that can help you grow business and save money.

This article was originally published in the New York Enterprise Report.