

CONSISTENCY



YOUR KEY TO THE RIGHT MOVE

What does consistency mean?

The quality or fact of staying the same at different times especially. The quality or fact of being good each time. The quality or fact of having parts that agree with each other. The quality of being thick, firm, smooth, etc.

What is consistency in business?

Being **consistent** is the difference between failure and success. Restaurants, for example, must be **consistent**, because customers come in expecting the same good food all the time. If they slip up even one day, they lose customers. **Consistency** establishes reputations. In any **business**, customers expect the same standards.

Why consistency is the key to business success

Being **consistent** allows you to establish awareness, build trust and deliver your services efficiently and profitably. Being **consistent** allows you to establish awareness, build trust and deliver your services efficiently and profitably. Without it, your **business** is more likely to fail.

The 3 Pillars of Consistency in Your Business

Accountability

- No matter what type of business you operate, from retail to a specialized service, accountability within your organization is crucial
- As the business owner, it's up to you to set the bar high and put an emphasis on consistency in accountability.
- As the owner, you should also put reminders in place to double check your communication and feedback, so that it's something you are conscious of and offering on a regular basis. Be open and be honest.

Relevancy

It can be said that consistency will help your business become/stay relevant in the mind of a consumer. What do we mean by this? From your social media presence and your website to your advertising campaigns and email marketing, it's important for a business to keep the information flowing.

Clear Messaging

One of the best suggestions we can offer is to keep your messaging simple, keep it clear, and make it memorable. Find your brand's voice and keep it consistent, whether you decide to go formal or fun loving. Research shows that consumers trust brands they recognize, which is why consistency in your messaging can make or break your business.

