

## **Episode 7- Don't Rush, A Business Takes Time To Grow**

[00:00:00] Today we are going to be talking all about the one thing that you really need in your business as an entrepreneur as a business owner as a manager as a leader. The one thing that will help you to move your business forward faster, but also help you to really take time to focus on what's important along the way in [00:00:30] your journey towards success. So stay tuned because we're going to get started because this is lucky episode number 7.

Hey there, it's Theresa here. How are you? Thank you so much for joining me here on this podcast. I'm so excited about the feedback that I've been getting from people and I'm just excited to be able to do this and to share all of my experiences my stories and just to share some tips, some [00:01:00] things that I've done myself, from mistakes that I've made or things that have worked out to help you grow your business faster to really learn how to take those small steps to make a huge impact in your business.

So often we want to run, run, run, run, run and rush, rush, rush, rush, rush and we think we need to do all the things and coming from experience myself that doesn't necessarily work. So I've learned over the years being an entrepreneur [00:01:30] and working with entrepreneurs to really, you know hone in on what those really important things are that we need to do that are going to move our business forward faster and you know keep us focused on really the right things that we need to do. So which brings up a funny, you know, this brings up our topic for today, which is quite funny that we're talking about this because right now I'm actually waiting for my I have a chat open and I was [00:02:00] like number 30 in line to get something fixed on my website and it's just so funny that today's topic is all about the one thing that we really need in our business. The one thing that we need is business owners as entrepreneurs as Leaders as managers and and really just overall as people.

The one thing that we really need is patience, you know having patience and believe me I am [00:02:30] one of those people my parents have said it to me, my husband has said it to me my grandfather used to always say to me Theresa you need to slow down you need to calm down. You're moving too fast. You talk too fast, you know its important to really have that patience and my husband and I had a conversation not that long ago where we were talking about business growth and we were talking about there was something that I had been, you know going round and round and round with and I said to him I said, why [00:03:00] can't this just work and just why can't it just work just so it will it will move forward like what is the big deal here? And he said to me in his words of wisdom. He said to me well, he like thinks of it like this: He's like, you had patience to wait 13 years before we got married. He said why can't you have patience to wait two weeks until something goes through and works in your business, I looked at him and [00:03:30] I was like, I hate it when he's right, but you know really if you think about it, and I've experienced this so many times with entrepreneurs that I've worked with in and myself is that we are going and going and going and we want things to work so fast and you know, we'll do anything to to make a project work to make a to [00:04:00] you know for planning an event to have all the sales come in at once and to just have stuff work that we forget about having patience and really, you know, looking at the steps and the process and their Journey that we went through from starting something to having it work out to building our business and you know, we live in a world where everything is instant gratification. We want to do things faster [00:04:30] better stronger bigger and you know along the way with that instant gratification and I remember years ago when

And this is (I'm going to date myself years and years ago when Google AdWords first came out) and I remember I was working in marketing and we were doing a lot of print we were doing a lot of mailings

and a lot of print catalogs and print ads and my boss who had no patience would always say we can't [00:05:00] really see our results from this print ad and it gets so frustrating and I don't understand why and I used to explain to him. Well with print ads, you know, there's certain things that we can do to get people to respond and get people to call about something because you know, things were different back in the day. This was like 20 years ago, you know, there's different things that we can do to get results. But some of it is just you know, it's branding the business and it's the soft results that come in and it's putting our you know, building our brand out there and when [00:05:30] Google AdWords came out we first got introduced to them. It was like you would have thought like it was the biggest Miracle ever because with Google ad words, you know, especially way back when you would put your put your ad together and you do things to you know, get it out into the algorithm and have certain things match, you know that were on your page and you know, we're all getting we were getting the hang of it but you could start seeing clicks or Impressions or things, you know right away.

So it was like this instant gratification and he didn't have [00:06:00] to have patience. He could see things and he got like obsessed with like, you know, seeing like the the results in this in the search or like watching our organic results go up and and it was like and I remember him, you know, just being like Oh my God, this is great. Like we don't have to wait for anything. We could just get results right away. And you know, it's funny because so often, you know, we have things that we work on and things that we do where we don't want [00:06:30] to have patience because we just wanted to work right away. We want to see those results right away and from that, you know, I've noticed that you know, that's when people get caught up in solely looking at numbers looking at the number of likes that they have and the number of followers. They have those vanity metrics instead of working on the things that really bring the results having patience for it and focusing on the things like [00:07:00] I like to call them like the long journey or the long runs. So we have the short runs. We have the long runs and the short runs are like those paid ads where you can see instant results. You can the followers come in the likes come in, you know, you can see clicks right away. You can see Impressions right away, but the things that really matter and really are going to build a long-lasting business are those long runs those things that we just need to keep [00:07:30] putting together engaging content and building an experience with our audience and believing that it will work without that physical proof. Those are the long runs. Those are the things that yeah, they take a little bit longer to do and and they take longer for things to start to catch on such as list building such as search engine optimization and and optimizing each one of your blog post and just blogging in general [00:08:00] podcasting even to get that to like really start to to catch on and start to build momentum even YouTube putting things out on YouTube, but even just building our business and so often people want to take the shortcuts. They want to take the shortcuts and do the quickest thing that they can do to get the fastest results. And what happens is taking those shortcuts ends up devaluing [00:08:30] a lot of what they do and then they also miss certain things along the way.

When we can we can play those long runs, I mean the short ones are great to get the the likes and the followers. I mean, yeah, it's great to see that but those aren't the only things that you want to focus on same thing with Ad strategies. It's not the only things that you want to focus on working to build your expertise and having the patience to take [00:09:00] the time to build your audience to take the time to engage with your audience, you know, because no matter what like you if you get there like really really fast you get there on a on a slow way. You're still going to get to that end result. But when you do it really fast in your in your cutting corners and you're taking the shortcuts we end up missing so many like gold nuggets and amazing things on that Journey when [00:09:31] we take the long road and we have that patience we can appreciate everything that's happening along the way we might stumble we might fall we might have, you know things that don't work out but it's okay because that's how we can learn

that's how we can learn what it is that we need to do and what it is that we you know, maybe we need to do something a little different.

So if we take time three things that we can do if we can take time to just slow [00:10:01] down and this is going to be you know, I grew up in like out in like farming land. So this is going to relate back to the whole farming thing. But if we slow down and take time to plant our seeds we take time to plant the idea is to look at our ideas and figure out brainstorm out things and figure out stuff that we can do that. We can make things better by making better [00:10:31] things. We can do things better. We can bring our team together we can collectively, you know, put ideas together and put an and you know come up with new ways to do things and have that patience that things take time.

You know, like I said, so often people want to just instead of planting the seeds, they just want to take the seeds and throw them out in the soil well and then there aren't like on the top of something they don't have time to kind of get [00:11:01] down and then the rain comes and it washes them away. So if we take time to actually plant those seeds in the ground and let the magic start to happen. And once we plant those seeds we can then do the right work we can do the work that we need to do to get things moving and while we're planting the seeds and doing the work Focus work and we stay focused on what our vision is and really what it is that we want to do and [00:11:31] the project that we're working on and what the intention is behind everything even though we can't necessarily see what's happening underneath the surface per se, that's that whole thing with believing that it's going to happen without seeing that physical proof. Just like when we plant seeds in the ground, we can't see the seed actually, you know, having the roots go go into the soil even deeper and then having the the germination start and the plants start to grow can't see that but [00:12:01] we know, you know when we're looking at it and we saw where we planted it. We know that eventually something's going to grow and if it doesn't grow we know that well, maybe it wasn't meant to be or maybe it just is going to take a little bit longer to grow than what we originally thought but we do the right things. We do the work we nurture that thing that we planted. So we take our ideas we work with our team and we plant those seeds we get those ideas going we get that intention [00:12:31] going we do the brainstorming we do the work we create the and then we do the right work we create the blog post and we create the campaigns and we create the new Innovations and the new products and the new services that we know our customers are going to love and we get out there and do the right work and talk to our community and engage with them and not focus on just the vanity metrics of things but focus on going deeper with the relationships that were building [00:13:01] because then guess what eventually those things those ideas those those new products those new and those intentions that we put behind everything. Guess what they start to grow our business starts to grow our our team starts to grow our department starts to grow our ideas start to grow our marketing campaign start to work our you know, maybe our business development [00:13:31] initiatives. They start to work things start to spread our brand starts to get more visibility people start to notice who we are online and start to engage in sent us messages and want to know more and it just goes on and on and on from there. But if we take the shortcuts, that's where we miss out on valuable information. You know, I talked to somebody a couple weeks ago and they had been [00:14:01] doing they were trying to make a certain campaign happen really really fast and they were just randomly boosting Facebook posts and and randomly, you know, putting out coupons to customers and they couldn't figure out why nothing was happening and it was like, well, you weren't really first of all the intention behind it wasn't wasn't quite there and then secondly, you know, putting like having some patients putting the right work the right nurturing [00:14:31] behind that campaign that they wanted to run that that marketing idea that they had the event that they were running, you know to put the right energy behind it to put the right ideas in the right work into and the right work into it and have the right idea and the right intention, you know and give it some time have some patience to let stuff

grow. You know things don't happen overnight building a business doesn't happen overnight building a department doesn't happen overnight building a team [00:15:01] and getting everybody to engage and work together. You know, that doesn't just happen overnight. It takes time. It takes time to build relationships. It takes time for people to know for things to catch on and we just need to make sure that we give ourselves that space in that Grace.

To do the work that we need to do and to [00:15:31] just take some time to just slow down really and you know, give ourselves some space for things to just happen instead of just trying to push stuff through because the more you know, and it's funny because when we get impatient about something and I don't know if you've ever had this happen, but you know, you're trying to you set out in the morning and you say I'm going to create like I'm going to write a blog post and you sit down to write it and [00:16:01] you have a block a writer's block and you just try and push and push and push because you're not patient to let the ideas come, you know, just come to you and what ends up happening is, what do we do? We give up because we're impatient and we just try and push it through or maybe we don't give up, but maybe we just try and push that writing of that blog post through and we look at it more like this doesn't look right and then maybe we scrap it and maybe we come back to it later. But things [00:16:31] take time, you know, and especially when it comes to you know, if you're a new business owner your new entrepreneur, you're starting a new Endeavor things just take time and many times. Like I said in this world that we live in today that's filled with instant gratification to do things bigger faster grander, you know, when it comes to building something that matters and building something that's going to last something [00:17:01] that is filled with meaning it takes it just takes time. It takes time. It takes dedication. It takes grit and it takes patience. It takes patience for that idea to get nurtured and get an end to let it take time to grow and once it starts to grow and bloom. Oh my gosh.

All kinds of amazing things happen, you know, it's just like in business one of my mentors used to say, [00:17:31] it's like a hockey stick your results. It's kind of you know, the kind of go and go and go and go and go and people get impatient and they think oh, I have to have immediate success, you know part of that comes from you know looking at what's going on on the Highlight Reel from everybody else and social media and looking at themselves and saying, oh no this needs to happen faster for me, you know, but success is not linear. It's like I said often times it goes like a hockey stick. I realized it in my own business, you know [00:18:01] things were just going goinggoing and then all of a sudden sure enough, he was right boom like things like start to shift and you have that hockey stick effect. And the more we can have patience and having patience doesn't just mean sitting back and doing nothing having that patients means continuing to put your things out there to put your creative genius into the work that you're doing and taking those ideas brainstorming out brainstorming them [00:18:31] out and turning them into products and services and Innovations and inventions and having the patience to let things happen organically, having the patience to continue to put your heart and soul and passion into your work and continuing to create to write the books to create the marketing campaigns to write new ads, to continue to put your podcast [00:19:01] out there or do whatever you have to do to grow your business and build your brand and show people, you know to just continue to show up every day, even though things may not work out and a lot of people don't have that patience. They want those instant results just like my boss years and years and years ago with the Google AdWords to get those instant results.

Because that's what they want to see because if you can see those metrics right away well, then everything's [00:19:31] okay. But if we want to last and we want to build something that matters we need to have some patience to give our ideas and our business and things time to grow and time to

Blossom and Bloom into something amazing something that's going to be here long after you know, when we originally put it out there so think of your own business and where you [00:20:01] are and ask yourself, do you have the patients are do you are you having patience in your business right now? Are you trying to push stuff through are you looking around at everybody else and looking at metrics constantly looking at metrics looking at how many people liked or how many people started following you on social platforms and thinking, you know, oh my gosh, why isn't it growing faster or do you have do you have that patience to just keep putting amazing content out there and keep [00:20:31] keep trying different things and keep building those relationships with your clients. Even though it might take longer than what you initially expected. They're going to be deeper more meaningful relationships, which will eventually turn into lifelong customers. So just some things to think about and I so appreciate you joining me here and if you haven't done so already make sure you go to iTunes at Theresa Cantley.com forward [00:21:01] slash iTunes and make sure you subscribe to the podcast and I would love it all so if you would leave a review let me know what you think. Let me know. If you have any ideas for new shows new podcast episodes episodes. I read all of the reviews all of the comments because that helps me create better content for you so that I can continue to help you build your business. So make sure I would love it. If you would leave me a review. I would also love it if you would subscribe, and if you know [00:21:31] someone who would love to, you know, get more tips on how to build their business and how to be a better leader be a better manager, make sure to share the podcast with them and I would just love it. I would love it. So anyway, thank you again for joining me, and I look forward to talking with you next week, and I hope you have an amazing rest of your week and rest of [00:22:01] your day. Take care.