

Hey, there. You're listening to the Your Next Best Step podcast, episode number 15, with your host and yours truly, Theresa Cantley. Today, we're doing a little bit of a different episode. Instead of giving you some tips and strategies and maybe some helpful hints on getting through different obstacles in your business, I thought it might be helpful and also maybe give you some aha moments yourself if you've been struggling with these things to give you the five biggest mistakes that I've made in my business, building my businesses over the years, and then also the five best things that I did.

Inevitably, when I work people, I always get asked this question, "What were the biggest lessons that you've learned, or what were the things that happened to you over the years, the mistakes," because as we're working on building people's businesses, we'll be digging through things and uncovering where the holes and the gaps, and inevitably, someone will make the comment, "Well, you don't understand, Theresa." If I'm pushing someone out of their comfort zone, I get the comment, "Well, you don't understand. You haven't been here." It's like, "Oh, yes. I have. Oh, yes."

Today, we're going to be talking about the five biggest mistakes that I've made and also the five best things I ever did to really start to scale my business. If you've been struggling with some things in your business recently and feeling like if those things, those crazy thoughts have gone through your head of, "I'm the worst entrepreneur ever. Oh, my gosh, these mistakes are so horrible. I'm not going to be able to recover from them," I'm here to tell you, take a deep breath, give yourself some grace. You are not alone. I'm going to be talking about my five biggest mistakes and what I did, the best things that I did, and also how I recovered from these mistakes, and maybe they will help you. Maybe they will help you process you maybe some of the things that you've been struggling with. Let's get started.

Well, hello there, and welcome back. Thank you for joining me for another episode of the Your Next Best Step podcast. I am so, so excited to be talking with you guys today. I've been getting some feedback from people who listen to the podcast every week who have said to me, "Theresa, it feels like you are sitting there with me having a cup of coffee." I'm like, "Well, actually, that's because I am," because in order for me to get myself prepped and everything besides my notes, and I make little bullet points as far as what I want to talk about, but I will literally also, if I'm doing this in the morning, recording it in the morning, I will have a cup of coffee sitting here with me, so I'll be drinking it while I'm talking to you.

Or if I'm shooting it... shooting it. Listening to me, like I'm shooting a video. If I'm recording it in the afternoon, I have a glass of water with me. Literally, it is like we're sitting here just chatting and going through things and having a cup of coffee or a glass of water and just jamming, just talking about what's going on in your business and giving you some helpful things to think about or some things to help you get through maybe some rough patches that you've hit or also some things to just help you bring some more creativity into your business.

Today, I wanted to do something a little bit different. Like I said in the intro, I inevitably, when I am working with businesses, because when I start working with people, typically, it's because their business has gone flat, they've plateaued, they're struggling maybe with their team members, maybe there's some misalignment in the team, but there's some holes in their business, some gaps, some blocks, something. Sometimes it's even the business owner, and they don't even realize it, that the energy that they're putting into the business isn't really helping, and in actuality, it's moving them backwards.

But whatever it is, when I come to work with people, typically, there's some kind of a block or some kind of issue that we need to uncover and get to the bottom of it. As we're doing this, people are coming out

of their comfort zone, people get a little uncomfortable because it means that we have to dig into different areas and see where we can streamline or make things better or really align people with their strengths.

I have had the comment more often than I care to count, but I've had the comment as we're digging through these things, I have had team members or even business owners say to me, "Theresa, well, you don't understand." It's like, "Oh, no. Yes, I do understand," because I've been there myself. I've built two businesses, and I've also been working with and for entrepreneurs for almost 20 years, so I've seen a lot of the ups and downs and struggles and mistakes and foibles that business owners make knowingly or unknowingly, but then I've also, when I had my retail store, my business partner and I, I mean, we, like, we're working full time in our corporate jobs and doing our business on the side. It was our first entrepreneurial adventure. We just did what we thought was right and made a lot of mistakes on the way. When I get that comment, I'm like, "Oh, no. I do understand because I was once in your shoes."

I thought today, I thought I would just peel back the curtain on what I've been through in myself building a business and then scaling it, building it and then scaling it, and some of the mistakes that I've made over the years, but then also some of the best things that I've made. From these mistakes, and like I said, I've made lots of them, and I've learned a lot of valuable lessons through... a lot of the valuable life lessons. I mean, I've you've ever heard me say, "I have a PhD in experience," because, I mean, I've been through it all and made a lot of missteps. It's all good because I learned a lot of lessons. That was, I think, out of anything over the years with my business and pivoting many times in my business, closing my first business down, the retail store.

One of the things that I have definitely learned is that, over the years, is that no matter what, things will happen, and we think that, "Oh, my gosh, this is the worst thing ever. This is totally going to take it down. I can't believe this. I'm such an idiot. Why did I do this? I'm the worst entrepreneur. Oh, my gosh. I can't run a business."

We think that. Like I said, these things happen. What we don't realize at the time, because at the time, it just feels so awful, but we don't realize is those mistakes are actually something that is detouring us to something even better and helping us to be a better business owner, helping us to do something even better in our business that we can't necessarily see at the moment, but in time, if we go back and look at the clues and look at the signs along the way, we will realize that, "Wow. That big misstep or that big mistake was the best thing that could've ever happened because if that didn't happen and we went down a different path, then we wouldn't have had this stuff happen, which ended up being one of the best things ever."

An example I can give is when I had my retail store with my friend Vanessa, we, like I said, we were working full-time, and we ended up... We started this business, and we started out online. When we first launched our business, we built our online store, our online ecommerce store, and I remember launching and saying, and this was a long time ago, this was in 2009, and I remember saying to her, "Oh, I know it, Vanessa. I know it. We're going to launch this online store, and it is going to be huge. We are going to have... People are... I know it. I could just feel it. People are just going to be placing orders like crazy." Our business was Artisan Handcrafted Jewelry, Accessories, and Personal Items. We launched the online store, and we had no orders.

I was like, "Oh, my gosh. I should know better. I should know how to build this. I've been building ecommerce stores." I mean, by that point, I had been building ecommerce stores for like 10 years or something, roughly, and I just was like, "Why are people not buying? Why don't they see us?" But what that forced us to do... so the mistake of thinking, "Oh, yeah, people are just going to rush to us," and not doing the proper advertising for it, what it did was it forced us, or the lesson that we learned was we started doing more shows. Then we started networking with people. Then it gave me time to learn how to do some, learn everything that I could about digital advertising and digital... That was a little bit more in the early stages of certain things.

I remember when Instagram first started, when we first got on Instagram, it was totally different than what it looks like now, but even I had been, for years, I had been exposed to Google AdWords and search engine optimization, but now that it was our first business and we had this ecommerce store, I'm like, "Yeah, I got this. I totally got this." Then boom, nothing.

We also had another situation when we first started our business where, and again, along the way, we just kept learning lessons and kept doing things better. With the online store, we started creating some Google AdWords and started doing things differently, and things started to grow. Then we had our first physical location. Then we moved from there into our second physical location.

We had a situation with our landlord and the person who had a store space next to us, which led to we ended up losing our lease, unfortunately, which it was a really hard situation. It was a really sad situation, but we ended up losing our lease. I remember at the time, thinking, "Oh, my gosh. This is horrible. How are we going to have a business? How are we going to continue? We don't have a space." There were no spaces in the town at the time. There were no spaces in there that we could've rented. There was one available, and it was double the rent. It was like, "Oh, my gosh. We're going to have to close up." We had just left our corporate jobs. It was just like, "This is the worst thing ever." It was resulting from a mistake.

Looking back now, that mistake that happened ended up being the best thing ever because we moved into a different space. We actually shared space with people, and then we ended up getting that space ourselves when they moved out, and things ended up turning out great and shifted our business simply from, not simply, but from this mistake that we made and that, "Oh, my gosh. This is the worst thing ever. We just lost our lease. What ever are we going to do? How are we going to do this?" But having just left our corporate jobs and thinking, "We can't afford any more rent. This is not going to be good," what ended up happening was our rent was cut in half, even cut in three-quarters because we were sharing a space with someone. Everything ended up turning out okay.

From the biggest mistakes that you make can come the biggest blessings. Even though they don't look like the biggest blessings at the time, in time, when you look back and you look at all the events and the sequence of events of things that had happened, you don't realize just how good that mistake was and what it would end up doing for your business.

The five biggest mistakes that I've made... and you might have made these. You might be making them right now. I've realized over the years working with people and also, like I said, looking back on my own journey, these are big mistakes that I've made. I've also seen similarities with people that I start working with making the same mistakes.

If we go through this and you say, "Oh, my gosh. Yep. That's me. Uh-oh." Don't... Give yourself some grace. I mean, the fact that you're making a mistake means that you're trying, and it means that you're putting in effort, and it means that you're taking steps, and imperfect action is better than no action, so don't be too hard on yourself.

The first one is not getting super clear on my ideal customer. I did that, we did it when we started our retail business. We were super clear on what the ideal customer is, but when I moved into my current coaching and consulting business, I had this philosophy, and I was like, "I want to help everybody. I just want to help everybody. I want to help people build better businesses and fix their businesses." I saw so many local businesses that were closing. They were open for a very short period of time. I was like, "I want to help people to not make those mistakes." I was just like, "I want to help everybody."

A lot of business owners have this philosophy of target market. I know when I was in school, even when I was in my corporate job, we talked a lot about target market, but there is something different about target market and understanding your ideal customer. I think the difference, in my opinion, comes from really understanding what's at the core of what are the things that they're struggling with, what are the things that frustrate them and the things that they're super passionate about as it relates to your business?

I've had some business owners that have said to me, "Oh, no. We just focus on our target market, which this is our demographic," and they don't dig into that. Then they wonder why at some point they become almost like a "me too" business, like everybody else in their block and everybody else in their area is doing kind of the same thing, like if it's all these retail stores, people end up doing the same thing. We saw this in one of the areas where we had one of our brick and mortar stores. Everybody kind of, all of a sudden, everybody's like they understand their target market, but then they're like, "Oh, yeah. It's this household income, and they have these many children and in this area and this zip code and blah, blah, blah, and this kind of style." They didn't when they... When you really understand who your ideal customer is, that's when you take it one step further because it's not just about those external factors is how I look at it. It's more about the internal factor.

Again, what are the things that they're frustrated with in your industry, what are the things that they love, what are the things that they might have fears about, like internal fears and struggles, what are the things that are external struggles that they have, and really getting super, super clear on that because when I've worked with people, and we've really dug in, and it is not an easy exercise to do, but the clearer you can get on that, that's when all of your messaging, all of your marketing, all of your advertising, how you build your platform, the things that you write about, the things that you put out there, the products that you buy, everything stems off of that because it's not just about the product and service that you sell in your business.

When we're clear on our ideal customer, it comes down more to the transformation that you are providing to them, the how you can help them to live a better life or how you can help them to make a difference in their life. The clearer we are on our ideal customer, the more we're able to do that and create content that attracts them, instead of just simply putting out, "Oh, yes, we sell these products, and then we sell this service. Yeah, I'm a yoga teacher, and I'm targeting moms." When we really get into that really detailing out who our ideal customer is, that's how we can connect to them on a much deeper level, and we can really understand the things that they really need help with and how the things that we've been through in our life can help them because we've gotten to the other side of it.

So really understanding your ideal customer, and again, a lot of businesses do not take time to do this. They solely look at "what is my target market?" They don't look at that additional piece that goes with it where who is it... Because, yes, you will attract everybody, and yes, you potentiality could help everybody, but there are specific problems and specific areas and specific things that you and your business can really help that certain type of person, that certain person that has a certain struggle or certain fear or certain aspiration or whatever that your business can help.

Getting clearer on that helps to make sure that your messaging and your copy and the things that you're creating and the products that you're buying really attract those people; otherwise, we end up being super general, and then we end up being non, people don't hear what you're saying because you end up being so general. That's where I've seen a lot of businesses start to copy each other and they start to do what each other's doing. Then that doesn't work either because then it's like everybody's the same.

And number two, the second thing is, is not clearly defining my vision in the beginning. When I first started my business, and this is a big one, I was like, "I am leaving corporate." I had this retail store, and I knew that I had marketing experience and operations experience. I was like, "Okay, I'm just going to do this." It got to the point where I was scheduling myself out and I had all these appointments and I had all these clients and I had my store and I was running from place to place to place. At one point in time, I realized, "Oh, my." I could not see the future for my business because I hadn't clearly defined what my vision was that I wanted to do with my business and where I wanted to take it. All I saw and all I did was I built, the job that I had just left, I built another job in its place and just filed it up with all kinds of busyness and all kinds of randomness and all kinds of stuff and didn't really have a compass for where I wanted to go next.

In working with business owners, I have seen the same thing happen where they get started, especially if you've left a corporate job. In corporate, we have that safety net. We have that path. It's, "I'm going to go to college. I'm going to get a job. I'm going to work at this company, and then I'm going to work very hard. I'm going to put my time in, and then I'm going to get an increase or I'm going to get a promotion." You have this path.

But when we open our own business, we have to carve that path. But if you go from, and this is what happened with me, going from a corporate environment, even though I knew that vision statements, mission statements, purpose, I knew all that was important, but when I created it for myself, I created it from the current circumstance and what I was doing right then and there and focused on, and this goes back to number one, the product and service that I was offering, instead of really detailing out where do I want to take this business in the future, where do I want to move to, and really honing in on what that vision is and really getting clear on and being able to visualize and see that vision, that future for my business.

A lot of... I actually have a client right now, when we first started working together, I went in, I sat down with them, and they said, "We don't know. We need a new website. Our website isn't working right. You can't find anything on it. It's not navigatable. We are not really sure what to start with with our marketing. We're doing some advertising. We have a graphic designer, but we're not really sure to do start on next. What do you think?"

I said, "Okay, well, beyond the business and the product that you are selling, where do you see yourself in five years? What is your vision for this business?" They couldn't answer me. They were like, "We don't

really have one." It was like, "Okay, well, let's not start with a strategy. Let's start with a vision just like as if you would build a house and you need some blueprints. Let's start with that. Let's really dig into who you are, what you're about, what you want to do, what do you see the future for your business, and how do you see what your business is going to do for this world. Let's start the here, and let's really dig into that. Then we can go from there and detail out some of this other stuff."

Doing that, and it takes a little while. I mean, we really dug in and many, many hours of really detailing this out and defining it, but once we did that, everything else stemmed from it. When we did that, and the ideal customer exercise, of course, because that goes with it, but once we did that, their business just skyrocketed, and they grew like 30% in the first year because they got super clear on the difference that they were making and the transformation that they were providing, and then everything else moved from there. The team got back into alignment because everybody understood what the vision was and what the future, like where they were moving towards, so really taking the time to clearly define that vision.

Like I said, when I first stated, it was hit the ground running. Let's go. "I have marketing experience. I have operations. I built a marketing department. I built... I was a director of operations. I can do this. I got it," and boom. It was like, "No, I don't got it." You have to backtrack and really take time, slow down and speed up, really take time to define that vision.

The third thing was not streamlining and really fine-tuning my services. What a lot of businesses will do is they will, if they don't see growth, what they'll start doing is adding more product in, more services in, more classes in, thinking that that will, in turn, make them more money. "The more stuff we have to sell, the more things we have to offer, that will make us more money." What ends up happening, and this is where not having a clearly-defined vision and really not really getting clear on who your ideal customer is, when you don't have that or when you just keep adding more stuff in because you think, "If I add more into my business, then the business will grow," and in actuality, what ends up happening is it does the reverse. The more we add into our business, what happens then is we disperse our energy, and we get further away from what that core vision is and what our core strengths are as a business.

The other thing is, is when we add more stuff in, we end up adding things in for the sole purpose of making money and not things that, A, we love and that our team loves, but also what our customers love. I had a client who owned a yoga studio, and they were just adding more classes in. They just kept adding classes and classes and classes because they thought, "Oh, well, this is trendy in the industry, so we're just going to add this in here." When they did that, they found out that they didn't really, A, they didn't really have teachers that could teach these classes, but B, they had added all these classes and then were adding overhead, and they ended up being just like everybody else.

What we needed to do is trim back. A couple of episodes ago, we talked a lot about pruning, really getting clear on what it is that you are super amazing at in your business and pruning all the excess stuff away. It's just like the job of an editor. The job of an editor is to look at an article or a book or whatever and trim out what's not needed and keep the really good juicy stuff, the stuff that's awesome.

It's the same thing. When we add... When we don't streamline... and I made this mistake. When I first started my business, because I wasn't clear on some of these other things, and I was just going, going, going, going, going and I had so many skills, so what I did was I had services all over the place. "Oh, you want me to do SEO? Yeah, I'll do SEO. Oh, well, this person needs a website developer, or designed. Oh,

okay, well, I can do that. Well, oh, this person needs help with their POS system, their in-store POS system. Oh, yeah, I can do that too."

Well, what happens? Your energy gets spread in too many directions, and it dilutes it. Then you become generalized. You have all these products and services. It looks confusing, but then also, it actually makes your business, it doesn't help you grow your business, it actually shrinks your business.

I have another client who they weren't seeing growth, so what did they do? They added more inventory. Over the years, they added a lot of excess inventory. They had all this inventory tied up in cash. What did we have to do? We had to trim, after we did these exercises, trim away and get rid of the stuff that was excess.

Like I said, I made this mistake myself because when I first started, I was like, "Oh, I just need to get myself out there, so if I have more offerings, if I have more services and things that I do, then I'll be able to get myself out there faster." That's not what happened. It took a lot longer for me to get myself out there. So not streamlining and fine-tuning my services.

Number four, another big thing, and this is a huge one, and this speaks to limiting beliefs, is I let what other people said determine my value. That held me back from doing things faster. That held me back from really defining my vision. When someone would say, "Oh, well, you shouldn't do this in your business. So-and-so's doing this, so maybe you should do that," so then I would do that, or if I was working my butt off for clients and I was working around the clock and I would get a difficult client that was like, "Oh, no. Well, I want this, this, and this," and then I was like, "Okay, well, I'll do this, this, and this."

After a while, I realized that I was letting what they said and how they felt determine the value in my business and not just solely who I am as a person and what I bring to helping people, helping my clients. I've seen this a lot with people that I work with where they let what customers say... They try and please everybody. "This customer doesn't like... I work with some restaurants, and they might have, this group of customers doesn't like this type of food and this group doesn't like this type of food and this group doesn't like this type of food, so we're just going to make everything." It's like, you can't make everybody happy. It's just not possible. It's just not possible. If they weren't making everybody happy, well, then the business wasn't success, and they weren't valuable, so we needed to add a bunch of stuff so that people would be happy.

What you really have to realize, and the biggest lesson that I learned, is that my value comes from who I am as a person. It comes from the experiences that I've been through and how I got over them and the fact that I kept getting back up time and time again, that resilience that I had. That, plus how I feel about myself, that is what determines my value. It doesn't have anything to do with whether or not, what people are saying about me. It doesn't have to do with, it doesn't have to do with... I'm trying to find my words, but it doesn't have to do with what people are saying, so if there are haters out there that are saying things about you, that has nothing to do with your value. It doesn't have to do, your value doesn't have to do with what you do, but it has to do with who you are.

I had a conversation with someone last week who is really hard on themselves and doesn't feel that they're valuable because they said, "Well, I'm not naturally a manager." Well, in my opinion, I don't think that anybody's really naturally a manager. It's a skill, and we can develop that. We can learn to be

a manager. We can learn to be a leader. I mean, sure, some people have different strengths. I mean, some people have strengths to do different things, but in talking to her, what I figured out is that she felt that she wasn't valuable and that no one was listening to what she had to say because she didn't feel she was a good manager.

It was, well, wait a second. It doesn't matter what they think about you. It matters what you think about you, and your value is determined by who you are and how you show up every day, how you show up with your coworkers, with the customers, with yourself. Just who you are and how you feel about you, that is what determines your value.

So many people struggle with this. I think part of it is social media. You're looking out there, and you're seeing all the highlight reels from everybody and thinking to yourself, "I can't stand up to that. I can't compare to that. If I don't have the big, luxury car and the airplane or I'm not all over the place in Hollywood or whatever, then that means that I don't have value," or, "This person, like I don't have these many likes and followers and all these comments so then, therefore, I must not be valuable. That's just not the case."

I looked at her, and I said, "You are valuable. It has nothing to do with your talent and the fact that you can bake, that you can cook. It has nothing to do with that. It has to do with the passion that you have inside for what you do and how you feel about that and who you are as a person and how you show up every day. That's what makes you valuable. It has nothing to do with what people say about you. It has to do with how you feel about you."

This is something that a lot of people let them, they let themselves get held back because they want comments from customers. They want... If a customer has... If they have really good reviews and they have really good comments, well, that's going to make them valuable, but what they don't realize is that when you believe you're valuable first, all those good reviews and things, they will come. They will come. If we don't get those reviews, that doesn't mean that we're not valuable, but if we show up and we are who we're meant to be and we are just really true to ourselves and true to our vision, which is going to make you do amazing things anyway, those other things will come, but that doesn't mean that we're less valuable or more valuable.

That was number four for me, and that took a long time. It was a big lesson, big, giant lesson for me to learn is that my value comes from who I am, not for what I do, not for what people say about me. It comes from who I am. If I show up every day as the visionary, as the CEO, as the person who wants to transform and heal lives, then everything else is going to flow from there. That was my number four is letting other people determine my value. That was a big, big, big lesson for me to learn.

The last one that goes along with all of this is not spending enough time to really get clear on my brand. This was something, and not necessarily the logo or the colors, but it was really getting clear on, and this kind of goes along with everything else, but really getting clear on what I stood for. I knew what I stood for. I knew the difference that I wanted to make in this world, but I didn't fully lay it out and have that come across in what I did. I just started putting stuff out there.

While you can do that, it only gets you so far, but really getting clear on what your brand is about and who you are and how you are and how people feel about you with you not even being there is so, so, so important. I didn't spend, even though I knew it was important, I didn't spend enough time doing that in



the beginning. Then it led to getting things designed that really didn't fit with me. It had to do with just cutting corners and just saying, "Yeah, I'll just go with that. I mean, it's fine," and not knowing in my heart that it wasn't really right, it wasn't really me.

The clearer I got on what my brand is, what I stand for... I stand for creating positive connection and interaction so that we can, if we can do that in business and we can build these better businesses that have more positive connection and interaction, then we can then take that and push it out into the world and really make the world a better place, a more positive place.

The clearer I got on what my brand was, everything else flowed from there. I just went through a new rebranding with my logo and fonts and all that stuff, and the clearer I was on the other part of the brand, who I stand for, what I'm all about, the clearer I was on that, it was easier for people to design stuff for me. It's also something that not a lot of businesses, I mean, they get a logo, and that's it. They don't do any of the other stuff, and then, again, they end up competing against other local businesses, or they end up just being another "me too" business, and then soon after that, they end up closing their doors.

Getting clear on who you are, what you're about, how you want people to feel without you even being there is so important because that tells the story of who you are, and it's what helps to connect people to you so that they want to come back to you time and time and time again.

Those were my five biggest mistakes that I've made. Excuse me. Like I said, two businesses, owning my own businesses, and then also working with entrepreneurs over the past 20 years, I've seen the same mistakes in some of the most amazing entrepreneurs. They're just things that happen. I mean, there's other things that I've made, not really looking at my numbers and books. Even though I knew it was important, it was stuff that I knew I needed to do it. I knew I needed to look at it. I knew I needed to see what my numbers were and what my metrics were and be able to measure stuff, but I didn't take time to do it.

The clearer I got on a lot of these other mistakes that I made and I really started to put that stuff in place, the metrics started to fall in place. I mean, metrics, I started years ago, 20 years ago looking at Google Analytics when Google Analytics first came out and really looking at metrics and managing inventory, and so metrics and numbers and all of that stuff, looking at P&Ls, creating P&Ls, that is my big thing. But when I started my business, I never looked at it. I was like, "Oh, it's fine," almost like the business will manage itself.

Wrong. But, again, the clearer I got on and fixed these other mistakes, the more that I was able to really look at the metrics and really measure them and really draw the conclusion and correlation between content that I was putting out there and marketing activities that I was doing and what the metrics look like and what was really reaching people and what wasn't and was my messaging working and was it falling flat in some places. Fixing these mistakes helped me to also fix other mistakes that I did, common mistakes that people have.

The best things that I did. Number one, I hired a coach. I wish that I would've hired and really invested in my business in the beginning, like really invested in my business because hiring a coach was the best thing that I ever did. I worked with someone who achieved the things that I wanted to achieve and were several steps ahead of me but made the mistakes. They had made the mistakes. They had been through

the struggles and got to the other side, which helped me to connect with them so that I could, because I was going through the same things, so that I could get to their side. Working with someone who did it already and knew the steps to take so that I could move forward myself instead of trying to figure everything out on my own and having it take so much longer than it really needed to.

The other thing is, the biggest thing with working with a coach is I was able to remove a lot of the blocks and a lot of the limiting beliefs that I didn't even know were there because these blocks and these limiting beliefs, they're not just there all the time, you're like, "Yeah, I have this limiting belief, like, okay, I don't know how to get rid of it." They come up when it's time to get rid of them. Working with a coach and really learning what those blocks and limiting beliefs were, and then working with them to move through it was a huge game-changer for me. Huge game-changer.

From those things and from working with these coaches, I was able to bring more of that stuff into my business so that I could help people with a lot of those same things that they were struggling with so that they could get rid of blocks.

The second thing that I did was I invested in my team. You can't and you should not try and do this by yourself. If you have gotten your business to a certain point and you want to be able to grow it even faster, you really need to invest in really good people. You need to have a team surrounding you, people who have strengths that you don't have, people who complement you, whose strengths complement your strengths, to be able to invest in people that will connect to your vision and align with it and then also help you to move it forward so that you can stay in that visionary role and create content and do the things that you're amazing at and they take care of everything else.

When I invested, when I first started investing in my team, I mean, things just started to shift unbelievably because I was working like 12-16 hour days trying to get everything done and trying to learn everything. I was glad that I took time to learn all the systems and get the systems in place and do all of that stuff, but I... and I was glad that I did that because then I could onboard team members and then just, I had a whole process in place that I could onboard with. But trying to do it myself was holding me back, and it was keeping me stuck for a lot longer than what I really needed to be stuck. When I started investing in my team, things, opportunities started to come in, things started to happen, my business started to grow even faster, and it just felt amazing.

The third thing was I did the hard work, and I dug in. I dug in and really got clear on all of the things that I was making the mistakes in that we talked about in the beginning of this episode, but I really dug in to figure out what difference I wanted to make in my business and then really lay out what the vision was and what I really wanted to do, but then also to really get focused and to stop doing random work and busyness, stuff that was just keeping me busy. I really focused on getting focused and doing the things that were really going to make a difference in my business instead of just doing random work.

That's another thing that made a huge, huge impact in my business, really digging in and doing the things that... People own a business, and they get to a certain point, and then they kind of give up. But when you can really dig in and do the things that other people won't do to get the results that they won't ever get and that you really want is so, so critical. Doing that hard work, it doesn't mean working longer hours. It just means doing the hard work and staying focused and doing the things that you need to do and instead of just keeping yourself busy to keep yourself busy.

The fourth thing was, is I hired an accountant and lawyer way in the beginning. Got all my documents set up. Got all my contracts set up. Had somebody managing, looking at my books and doing my taxes so my husband and I didn't have to do it ourselves anymore, but really got all of that stuff in place to protect my business way early on.

Over the years as my business has shifted, I've had to go back and get some of those contracts rewritten because my services have changed, but I've talked to so many business owners who don't get an LLC set up for themselves. They just go into business, and they don't get an LLC or get incorporated or whatever it is. They don't take the time to do that. Then they also don't take the time to get confidentiality agreements and proper documentation, contractor agreements so that you have all of that stuff in place so that you are protected. They just go in, and they just start a business, which is, I mean, I've seen so many people do it, but you really do want to take the time and have the right people in your corner to be able to help that stuff get set in place so that you're protected, stuff is set up.

When I look back now, I thought the biggest mistake that I made was not doing the marketing, not getting that stuff set, but in actuality, I focused first on my systems. I focused first on getting the documents and all that stuff in place and finding the lawyer and the accountant and investing in them. I see now, looking back, that that was the best move that I did.

The last one was going back and fine-tuning my systems and my processes to get things done, but then also to go back and fine-tune my services and the systems that I create and that I walk people through myself and not just having it be so generalized, but really fine-tuning those systems because as I brought new team members on board, it was easy to onboard them. As I would work with new clients, I had systems set up so that they could move through and get results faster.

As I was learning, I was taking what I was learning, my own experiences, and I was implementing that into my business so that I could help other people based on what I just did myself. There's nothing that I teach that I haven't done myself, I haven't flubbed through it myself and gotten to the other side and figured it out or used pieces of software. I mean, all the software that I recommend I have used myself, set up, figured out, put in place.

Spending that time to really get that stuff figured out, at the moment, I thought it was a mistake that I was doing and I was wasting time, but in hindsight, it was the best thing that I ever did. Most people start with the marketing. I started in reverse, like most people start with the logo and the business cards, I started in reverse. What that did for me, and it's how I teach other people, is it builds your foundation, because from there, you have your blueprint, which is your vision, you build your foundation, and then you start building the frame and the house from there so you can build a stronger house.

As we've gone through this episode, if you've had some things in here that you think, "Oh, wow. That's a mistake that I'm making, that's something that I'm doing right now," give yourself some grace because you're not alone. There are so many people out there that have made those same mistakes, but also, getting a coach and getting the help so that you don't have to figure things out, so that it doesn't take you forever and a day to try and do this stuff, to make sure that you have your systems set in place and you're protected, your business is protected, your intellectual property is protected, to make sure that you're doing things, the right things to grow your business and now random things that just keep you stuck.

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Give yourself some grace and know that no matter what action you're taking, no matter what decisions you're making, they're the right decision and the right actions. It may not look at it at the time, but there is something bigger than you that's guiding you, your intuition or whatever you believe in that's guiding you and helping you to carve your own path and carve your own way. If you're taking steps, if you're making mistakes, you're taking imperfect action, which means you're taking steps, which means you're doing something to move yourself forward.

One of my mentors says, "70% imperfect is better than 100% perfect because 100% perfect means that you've never launched it because there is no such thing as perfect." If you've made mistakes, or we've gone through these things and you said, "Oh, my gosh. That's me. I'm doing that right now," now is the time to reset. Now is the time. I mean, we're halfway through the year. Now is the time to reset and refocus and get yourself back on track. Find a coach. Invest in your team. Get the right resources in place so that you don't have to try and figure everything out yourself and so that you can start moving things forward even faster.

I hope this episode helped you today, and I hope if you have made some of these mistakes, realize that there are lessons in them and just look for those lessons. Look for those silver linings because they are there. In time, you will realize that those mistakes that you made were probably the best things that you could've ever made.

Thank you for joining me for this edition, for this episode. I'm so blessed to have you here, and I look forward to talking to you next week. Take care, and I will see you soon. Bye for now.