

Have you ever felt like, "Am I doing enough?" Especially this year, because this year has been filled with all kinds of change and challenges, and just doing things differently. And I know for myself, I've asked myself, "Am I doing enough? Am I doing all of the things that I should be doing? And really is it enough? Is it enough to get me through?" Well, today we're going to be talking about this question. Because I've heard this question from a lot of the people that I work with, as well as friends of mine. And as I said, I've said it to myself this year in particular. But before we get started, I'm your host Theresa Cantley, and thank you for joining me for another episode of the Your Next Best Step podcast. Where I give you tips and strategies and tactics on how to market your business, how to build more visibility, how to create [inaudible 00:00:59] unique experience within your business, as well as how to build a culture that people are obsessed with. And also how to lead it the best possible way you can.

So today, going along with that, I wanted to talk about this whole question that I know a lot of people have been asking themselves. Because as I said, this year has been faced with challenges and changes, and we've talked about this a lot. And people have asked themselves, I know I've asked myself, "Am I doing enough? Am I doing enough to keep things going?" Because at times, especially now, you have to do things differently. And at times you're working so hard, and I know I've heard people say this, "I'm working three times as hard as I was before. But is it enough? Because I feel like I'm working three times as hard, but I'm making the same amount of money or less. And I can barely keep my head above water. I feel like I'm just treading water or drowning. So am I doing enough? Should I be doing more than this?"

And I think I heard this from one of my mentors, and it really resonated. Because as I've said, I know a lot of people have asked themselves this question, because it's you need to post in social media, you need to get your marketing in order, you need to get more people in the door. Then you need to make sure that you're taking care of your customers. The ones that have been with you forever. You need to make sure that you're getting emails out on a regular basis, and you're connecting with your customers. You need to make sure that you're leading your team and you're communicating in a clear, concise way. And there's all this stuff, but at the same time, we are questioning because things are so different. And we're questioning, "Am I doing enough?" Things are different and so many people are thinking that things are going to go back to the way that they were. And in many industries... And I've talked about this before. Many industries are dying off.

And I don't mean dying and they're just going to go away? I mean how it was before. How it was before everything that happened in 2020? Just how things were prior back in 2019, and even before them. How restaurants function, how the restaurant industry functions, how the travel industry function, how the event... Doing trade shows. The trade show industry function. Things are different now. And a lot of people have found themselves trying to putting new services in place, and going from being live with people, to being virtual, and putting new offers and services in place. But then when everything opened, they went back to how things were, [inaudible 00:03:59] wanting to go back to how things were.

And then all of a sudden forgot about the virtual offers. But what they're finding is that things are different. Things have changed. For restaurants, people don't want to sit inside necessarily. They want to sit outside. And for the travel industry, people are still afraid of getting on an airplane even though they say that the airplane is probably one of the cleanest places, with the air filtration systems they have in place and the amount that they're cleaning on a regular basis. So of course all of these things are happening and you hear all of these things. It's like, "Do this." Like, "You need to do this," or, "You need to do that. You need to set your goals. You need to..." [inaudible 00:04:39] Plan your day.

And you have all these things and you look at your results and you say to yourself, because your results are potentially lower, probably lower than what they were before. Maybe they're the same. Who knows? Maybe they're higher. Maybe you're not even asking yourself this question. But if they're the same or they're lower and you feel like you are working three times as hard, the question of, "Am I

doing enough to grow my business? Am I doing enough to keep things going? Am I doing enough to take care of my people, and to make sure that my business lasts long beyond the things that we're experiencing today." And I look at that and I thought to me myself, after listening to my mentor, and I thought to myself, when we ask ourselves, "Am I doing enough?" We're only looking at our external results. So we're basing, "Am I doing enough in my business?" We're basing the success of our business. We're basing what we do next in our business on external circumstances.

And we've talked about this before, when you base anything on external circumstances, that's when we run into mega problems. That's when we stay stuck. That's when we consistently question ourselves. That's when we go backwards. And as I said, what COVID and this year has pointed out, is the huge amount of mismanagement in businesses. The huge amount of, in my opinion, the huge amount of greed that was happening in businesses. Where we were solely focused on the dollar and the transaction, and not focused on the relationship and the people in our business. We were focused on profit, not people. So asking yourself, "Am I doing enough?" Again, it's basing things on an external circumstance. And I think the bigger question that we need to ask ourselves are, "What's really behind all of this." Isn't, "Am I doing enough?" But, "Am I being enough?"

And that's when we can really look at, "How am I showing up every day? What am I doing to keep things going, to keep things moving forward, to keep things working? And here's the thing. If you have thought, "I am working three times as hard, and I'm making less money, and I don't know if I'm doing enough to move my business forward." I'm here to tell you, if you are a small business owner, you are an entrepreneur, and you are continuing to fight the good fight, to move things forward, to get things going, to look at things differently, then my answer to you is... And I've answered this to myself. Is that, it's not about, "Am I doing enough?" But that, "I'm being enough." So this year the odds have been stacked against many of us, many of us. I mean, you've heard about small businesses closing their doors, and really struggling to bring in income.

But if you're one of those small business owners and you have continued to show up, day in and day out, then you are enough. That you had the odds stacked against you. If you're in the restaurant industry or the retail industry, or the travel industry, or any of the industries that are hard hit, or just any small business, the odds were stacked against us. And if you've continued to show up, you're doing enough and you are being enough. If you are willing to give yourself grace, if things didn't work out, if you had to let people, if you had to furlough people, because you couldn't afford to keep everyone because your business wasn't open fully, but it was still open and you still are communicating with them, and you're continuing to move forward, and you're giving yourself some grace, and forgiving yourself for not fully being able to do everything that you want to do, but you're trying, then you are doing enough. And you are being enough.

If you're able to accept your flaws and your idiosyncrasies, and your mistakes, and your failures, and your missteps, and your blunders, and your bloopers, and the things that didn't go right. Your efforts that you tried. You put something out there and it just totally flopped. If you're willing to accept all of those things, and you have because you keep going and you keep showing up, you are being enough. You are doing enough. If you know that you have the ability no matter what comes your way, to continue to show up and do the things that you need to do, to make this world a better place, no matter what is happening externally, then you are being enough, and you are doing enough.

So here's the thing. If we can rephrase or reframe that story we're telling ourselves and say, "I am enough. I am being enough because I continue to show up. I continue to every single day, put one foot in front of the other, no matter what happens. No matter if it works or if it doesn't work. No matter how messy and how bad." Whatever it is that you're putting out there, no matter what it looks like, you continue to do it. If that's the case, you're doing enough. You're doing more than enough. And more

importantly than that, you are enough exactly the way that you are. And when we look at those external things, that's when we start to compare ourselves to other people. That's when we start to base our external circumstances on our definition of success. They almost never align completely. Because at the core of what success means to most entrepreneurs and small business owners, it's that feeling of fulfillment.

It's that feeling of doing something that you love every single day, and having your own business. Being able to be your own boss. And the other stuff comes along with it. The other stuff is [inaudible 00:11:48]. I mean, yes, we're all in business to make money, I get that. But when we are connected to what it is that we love, and we continue to show up every single day no matter what, we are enough. And therefore what we're doing is enough. Even if it's one thing, even if it's 10 things in one day, you are enough. And a lot of people get this confused with, "I need to get..." They make a list for themselves. And that list for what they need to get done in one day, contains 20 different things.

And at the end of the day, they get one thing done and they say, "I didn't do enough." But they don't take time to sit there and say, "How did I show up today? How did I show up when the odds were stacked against me? How did I show up when we got more restrictions put out there from the state that we live in? And now I got to adjust things and make a positive pivot yet once again. But I showed up with grace and respect and honesty, to my team and my staff."

We don't look at those things and say, "I am enough." Your to-do list and your goals do not define you. You are not that to-do list. So if you only get one thing done, or you only get two things done, that doesn't mean you are a failure, and you're not doing enough for your business. The second question you need to ask yourself is, "Did I show up with my best self today? Did I show up? Did I show up in the face of fear? Did I show up as a leader? Did I show up and I put my best? I figured out what I needed to get done, and unfortunately, today I had a lot of things I needed to take... The emergencies I needed to take care of. And I didn't get the big things that I needed to do today, but I got at least one step for one thing."

And if that's the case, then you are being the person you need to be to continue to move yourself forward. The journey of a thousand miles starts with one step. One small step. And we don't need to see where the whole path is going to take us. We don't need to see all the different steps that we need to take to get from point A to point B. All we need to do is just keep putting one foot in front of the other.

And that is what we need to focus on. Not asking ourselves the question, "Am I doing enough?" But, "How am I being? How am I showing up every day to my staff, to my family, to my friends, to my customers, but also to myself? And am I doing the things... Whatever I say, I'm going to do, I'm doing those things." So if you've asked yourself, "Am I doing enough?" And I know I can say for myself, I've asked myself this question numerous times. Where I get into that mindset of looking around at what's going on with everybody else and I say, "Oh my gosh. Am I doing enough? Am I putting enough content out, even though every single week we do a podcast, we have three emails, we post on Instagram every day, we post on Facebook every day, we post on LinkedIn three times a week, we post..."

So constantly asking yourself, "Am I doing enough?" Is solely looking at the external piece. But when we say, "How am I showing up? Was I being my best self today?" And if you can answer that, yes, you were. Then you are enough. You are being the person that you need to be. No matter what, you are enough. You are more than enough. And any external circumstance, any external circumstance, any pandemic or any crisis or any challenge or any... That does not impact who you are inside. It helps you to grow. It helps you to change. It helps you to move forward.

As long as you are looking at that, you will constantly be moving yourself forward. And I'm here to remind you that you are enough. You are enough. You are being enough. If you continue to show up in

the face of fear, in the face of challenge, in the face of change, and say, "I am here. I am doing this. I am moving this forward. I am enough."

So I hope this episode helped you today. It's a message I wanted to share after having so many conversations with people where they're saying, "I'm not getting everything done that I need to get done in a day. I'm not doing the right things that I need to do for my business." And we stop and we ask the question, "What do you believe is possible for you? What do you believe is possible for your business for today, for tomorrow, for next year, for the year after and beyond? What do you believe is possible?"

That's how we can get to the crux of really connecting to and saying, "I am being enough. I am being enough and I am doing the best that I can with what I have right now." And then when we look at it from that lens and that perspective to say, "I am doing the best [inaudible 00:17:53] I can with what I have right now. I am being enough with what I have right now." When we look at it from that lens, that's how we're able to say, "These are the important things that I need to focus on. And if I don't get to them today, if I only get to one of them, that's okay. Because I always have tomorrow, or I always have the next minute or the next hour, the next whatever, to continue to move forward."

So I hope this message resonated with you and helped you. And if it did, I would love to hear from you, to tell me what helped the most. What was most helpful? So I would love for you to leave me a review on iTunes or on Google Play, or... I think we're also on Spotify. Yeah, we are. We're on Spotify. So wherever you can leave a review, I would love to hear from you. And I would love to hear what was most helpful for you with this. It's a very challenging time. As we're going in, numbers are going up. And as we're going into the season where people are going to want to be inside, but not in public places, things are going to get a little hairy for the next couple months. Plus coming off of the election and everything that happened with that. So just remember to keep showing up and keep doing the best that you can do with what you have right now.

And I will bet on it that you will be able to achieve so much more, than if you're solely asking yourself constantly, "Am I doing enough? Am I doing enough? Am I doing enough?" Because you know what, inevitably you are. You are doing more than enough. So until next week, have a great rest of your week. And don't forget, if you are kind of stuck and you need help and you just need some guidance as to what next best steps to take, you can always book a 30 minute revenue enhancement assessment call, where we dive in and we figure out what's working, what's not working, and then give you some actionable steps that you can start taking right away. So if you go to [theresacantley.com/revenue](https://theresacantley.com/revenue), you can go ahead and book a call with yours truly, and we can chat. But until next week, have a great rest of your week. And I will see you soon. Take care, be well and stay safe.