

Theresa Cantley: Well, hello there and welcome back to another episode of the Your Next Best Step Podcast. We got a little off track with episodes, but it's all good. It's all good. My team is so good with keeping me on track with content and making sure that we have things planned out and we get content out, especially this podcast on a weekly basis. But this past a couple of weeks, I got a little off track between the holiday and with this special workshop that we were doing, that we are doing, I should say, The Business Reset. So things happen. Life happens, and I have to give myself a little bit of grace and space because it is a big habit of mine and has become a habit to make sure that I am consistent with my content.

And talking about habits, that's what this episode is about today. It's about the habits that are holding you back in your business. A lot of people think that, when I work with people one-on-one, a lot of people think that things that are holding them back from achieving the growth that they're looking to achieve, or the things that they're looking to do, they think it's a strategy or it's something magical that they need to implement in their business, or just doing more Google ads or doing SEO. I always hear people, "I just need to do SEO," which makes me laugh. That's another episode. But it's really not that. And I know it's not that because over the years, I've experienced this myself. It's not the strategy. It's not the latest and greatest marketing thing that you need to do. It's not, "Oh, you just need to do more video." What it is your habits and the habits that are actually holding you back.

And typically what I found, they range in groups of three, three habits that will hold you back, prevent you from moving yourself forward. And I just had this conversation actually the other day. I had it with my cousin and I also had it with a client of mine. And with my cousin, he had a business, and he had it for years, and he actually decided to merge with someone else and realized that this wasn't what he wanted. And now he's starting a business again, that is on his own. Okay? Going back and doing what he was originally doing in the first place. And he said to me, he said, "I wish I wouldn't have done this. I wish I wouldn't have partnered with these people. I wish I would've kept my business." Now, we'd be having a different conversation. And he said, "I know that if I would've done things differently. If I would've marketed myself or I would have had a different strategy, things would have been different. We would have been having a different conversation."

And I said to him, I said, "Strategy had nothing to do with it." And same conversation I had with my client the other day. It's not the strategy. It's not the fact that you're struggling with your supply chain and getting product in right now because that particular market is completely overwhelmed with orders because it's a growing industry. That's not it. What is actually holding you back from achieving the results that you want to achieve are your habits, the bad habits. The habits that, we have amateur habits and we have pro habits, because not all habits are bad, right? You have a lot of good habits. And the key

to moving yourself forward is figuring out what are those amateur habits, those habits that are holding you back from achieving those pro habits?

So as I said, I like to think of it in threes because typically things travel in threes. For some reason, I don't know why. And maybe you have more, maybe you have less, I don't know. But the three things, the three amateur habits that are holding you back from achieving the things that you want to achieve. So the first thing that we want to do is we want to identify what these three habits are.

So kind of starting to get to understand because a lot of people say, "I don't have any bad habits. What are you talking about?" And I like to call those people the avoiders. "I don't have any bad habits. I'm good. I just, I don't have any time. I'm just super, super busy and I'm never going to be able to get this done. And I don't have any bad habits. I don't know what you're talking about." And as I said, those people are the avoiders. So, and I've run into a lot of those people. It is one of the types of entrepreneurs. There's four types, and one of them is the avoider. And the avoider typically has a lot of bad habits, probably more than three. But let's just start with three.

So I like to tell people in order to find these bad habits or to find these habits that are keeping us as an amateur so that we can get to the pro habits, I like to say, "Okay, let's ask ourselves these three questions." Okay, and I ask myself these three questions all the time. This is what helps us get to what I like to call absolute zero thinking. Absolute zero-based thinking. All right? So the first question is, what does a done business look like? What does a done business look like in your mind? What does that super successful, uber successful business look like? Okay. And when we do this absolute zero-based thinking, this is what helps us to kind of say, "All right, we're going to start at scratch again," and figure out if we were to build our business again, would we do it the same? Sorry, I just bumped my mic. Would we do at the same? All right.

So the first question I say to people is, okay, just stop and let's say, what does that super successful business look like? That done business, your done business, your super successful business. What does it look like? The second question is, what would you do differently? What decisions would you make differently? What things would you do differently? What conversations would you have differently? How would you function with your team differently? And give yourself some time to answer that question. So what does a done business look like? What does that super successful business look like? You're a super successful business look like not somebody else's. The second question is what did you do differently? Or what decisions did you make differently? What people did you have on your team? How were you functioning with your team? What did you do differently?

And the third question is, what do you need to do now? What are you doing now or what aren't you doing now to get you to that point if you were the best in the world? What do you need to do now to get you to that done business?

And after you ask yourself those three questions, okay? And you can ask yourself these three questions a lot. I ask myself these straight questions a lot. I say to myself, "Okay, what is that successful business? What is that done business? What does that idea or that vision that I have? What does that business look like?" And I more often than not, I start to uncover those amateur habits that are keeping me stuck and holding me back from being that done business. Okay?

So taking yourself to this absolute zero, all right? Brian Tracy calls it zero-based thinking. I like to call it absolute zero, where you are looking at it and saying, "What does that done business look like?" Not, "What does my business look like now?" But, "What does that done business look like?" Okay? Because ultimately you're going to say, you're going to think to yourself, if I had to build it again, would I do it the same? And that's the ultimate goal of where do you want to get to. If I were to do it again, if I had to burn it down to the ground and start from scratch, start from that absolute zero spot, would I build it the same way again? And if your answer is no, well, then you probably have a lot of amateur habits that are not working for you and they're keeping you back and hindering you from moving forward.

So once you ask yourself those three questions, you can start to see, okay, now you're going to ask yourself, related to that last question, is what do you need to do differently? So that's where you can start to say, when you ask yourself, what do I need to do differently in order to get to that space? How do I need to think differently? How do I need to behave differently? What do I need to do differently? How do we need to interact with my team differently? What does that look like? And inevitably, you're going to uncover those bad habits that you have, those amateur habits.

And those amateur habits could be, just to give you some examples from my own thing. And it's funny because the idea for this podcast came from the workshop that we are working on and launching, The Business Reset Workshop, which is all about strategizing, figuring out your goals, but also uncovering these bad habits so that you can build good habits, so you can create a process that works for you, so you can achieve more.

But it's funny because this idea came from, I found one of my first journals. I was never big on journaling. I was never, but one of the first one, not the first one, but one of the first ones from 2013. And I was looking back and looking at this whole thing, these notes that I took about amateur habits versus pro habits. And that's kind of where the idea for this podcast came from. So I'm going to read you some of my amateur habits. One was focusing on money and hustling. Working harder and longer hours. That is something that keeps a lot of people stuck. A lot of people stuck. Kept my cousins stuck. It keeps my clients stuck just solely focusing on, I need to make this amount of money, and that's all they focus on, that will keep you stuck.

Number two, and this is a big, big, big, big, big one, lack of planning and going in circles. I see this a lot. I had a conversation with a client yesterday and I listened to him, for literally 10 minutes, start in one place. Okay, they had just told me about this huge win, huge win. And that took like 30 seconds. And they totally blew that off and jumped to starting at point A and going completely around in circles of all the problems that they're having and telling me why they can't do the things that they need to do, which is fighting for your limitations, and why they're not going to be able to achieve success because, and they just literally went right in a circle.

And I asked, one question was, "Okay, well what's your plan for the week? What's your plan for the day? What are the top three things you need to get done?" Nothing. Crickets. And I'm like, "That's what you need to go back to. You need to go back to, what are the top three things that you need to get done?" So that lack of planning, it just takes you in circles, complete circles. And I see it time and time again. And it's something so simple that you can do to look at your goals and plan your day and plan your week. And so many people struggle with it.

I think it's the number one thing. When I start working with people, it is the number one thing that they struggle with. They want to start with the big, giant complicated strategy, but they don't want to do the something that is so simple that can make the biggest impact in their business, which is planning your day, planning your week, planning your month, and then going back and evaluating and debriefing yourself on how things worked. So that's number two amateur habit. Number three, and these are all mine. Okay? These are mine, but you can see you probably have similarities, right?

So number three would be being afraid of failing. Being afraid of failing and limiting yourself from doing things because you have a fear of failing. And I've seen this time and time again. And it gets covered up by perfectionism where somebody says, "Oh, this isn't perfect. We need to have it perfect. It needs to be completely right before we launch it." And what that is underneath it is a fear of failing. So people don't put out new ideas, they don't put out new programs. They don't try new offers, especially right now with brick and mortar business having such a giant impact with everything that we're going through, being afraid of putting out virtual offers or being afraid to step out of their industry, just because you've had a brick and mortar restaurant for years and years and years doesn't mean that you need to solely think like a normal restaurateur tour. Right? So having that fear of failing.

And these are amateur habits that have held me back. These are amateur habits that have held many people back and probably have held you back. So what do you do? You're probably like, "Okay. Yeah. I've got these amateur habits. So what do I do now?" So now what we do is we partner them with a pro habit because, remember, the pro habits, you probably uncovered in question number two, which is, what did you do differently? How did you act differently

if you already achieved that success, if you already were the best in your business, at what you do, the best in your industry, what did you do differently? So you've already uncovered those pro habits. So if you answer those three questions that I said in the beginning of this podcast, you're going to uncover your bad habits, your amateur habits, and you're going to uncover those pro habits. And how can you partner the two together?

There's a book called Atomic Habits where they talk about doing this habit stacking. And I know a lot of people talk about it, where you partner a habit that is a bad habit, okay? Or have it that you don't want to do, with a habit that is a good habit. Something that you enjoy doing. Okay? So if we go back and say, "Okay, what are the pro habits? What did I do differently if I was already a successful entrepreneur?" So one could be a simple pro habit of having conviction and courage and confidence every single day. That could be a good habit. And that could actually pair with and change the amateur habit of being afraid of failure. So what do I need to do? I need to be confident and have conviction and have courage every single day and just have that belief in my vision and put those new ideas out there.

Another one could be, I am laser focused on my goals and serving. Not making money, obviously everybody needs to make money because the more money we make, the more people we can help. But having that primary focus be the future that we want to create for ourselves, for employees, for our customers. So being laser-focused on that will help us to sift out all the white noise that has been keeping us stuck and holding us back, but will also help us to stay focused on the difference that we want to make and not the hustle that we're doing, not the working 16 hour days, but actually focusing on the things that are important to keep the needle moving in our business.

Another one could be creating a daily to-do list. Means something so simple that every successful person out there, every successful entrepreneur and business owner out there has a daily to-do list. I had a conversation with one of my mentors who is a nine figure entrepreneur. Okay? And he has a daily to-do list with three things that are most important. So it's not just something that the little guys do. It's something that people who are uber successful have a daily to-do list. And that could partner with or flip the amateur habit of not planning and going in circles. So you can see how, when we can ask ourselves better questions, which Tony Robins talks about the quality of your life is based on the quality of the questions that you ask, if we can ask ourselves better questions, okay? Those three questions and constantly get back to that absolute zero-based thinking, what we can do is we can say, again, constantly asking ourselves if we were to burn it down to the ground, if we were to start at zero, would we build it the same way? What does that successful business look like?

And if you're saying yourself, the successful business in the future looks like my business now, well, then none of this is for you, right? Or maybe it is, I don't know. But more often than not because if you're an entrepreneur, you are

constantly wanting to find solutions, wanting to do things differently, wanting to do things better, wanting to be a better person, wanting to improve yourself. Okay? And that doesn't mean that you need to be better than you are today, but maybe improving yourself means that you just need to accept and love yourself for who you are. Okay? B.

ut looking at this and figuring out, "Okay, from those three questions, where am I holding myself back? What are those habits?" And if, like I said, most of the time they come in threes. Maybe you have more, maybe you have less. But what are those habits that are holding me back? And how can I partner them with these new habits of thinking if I was the best in the world and I already had that successful business, what would I do differently? And finding those pro habits, partnering the amateur habits with the pro habits to turn the amateur into the pro.

And once we do that, that is how we learn to build better habits, build the habits that we need, so we can show up every day, we can be committed to the long journey and not just being a short blip, and we can continue moving ourselves forward. As I said, more often than not, 99.99% of the time, it is not the strategy that needs to be changed. It is not the marketing things that you're doing or not doing. What it is is a habit because if you have solid habits, if you understand the process that's going to get you, or you create that process which is built on habits, that is going to get you to point B, that is going to help you to achieve those goals.

Then you'll be able to do the marketing things. You'll be able to execute the right strategy. You'll be able to see where you need to course correct, where you need to positively pivot so you can keep moving forward. But we can't do that if we don't slow down and ask ourselves those key questions so we can figure out what it is that we need to change, what it is. Give you an example, I have a client and they have been fighting. Believe it or not, they have been fighting. They don't want to. They have so many things going on in their business and they're so busy. And we talk about it a lot and they really do. They have processes that need to be adjusted and they've had a huge amount of growth. So it's gotten them to this point of see this level of success. But it's consistently moving in the direction that they're moving, it's not going to build sustainable growth.

So one of the things that we've been talking about and they've been avoiding doing is putting out content. And they wanted to hire somebody to, if this person tells them what they need to put out, then they'll be able to do it. And I'm like, "How can you tell them what they need to put out if you don't even know yourself because you haven't done it?" So one of their bad habits is avoiding doing that consistent content creation. So what do they need to do? They need to have that belief and they need to just do it. Put together a plan, plan out their day, plan out their content, et cetera. Okay?

So you can see, it's not the strategy. It's not the tactic. It's not the people. It's the process that you create. It's the habits that you build that build foundation of success that you want to achieve. And if you are not happy with the results, go back and look at what have you been committed to? Have you been committed to amateur habits or have you been committed to pro habits? If you're not seeing the success and the results that you want to see in your business, more than likely you have been committed to having amateur habits. So the way to fix it is get clear and ask yourself the right questions, ask yourself the right questions so you can uncover the things that you need to do to move yourself forward.

And if you are looking for some help doing that, you can definitely join me for the next round of our Business Reset Workshop. So if you go to the link that is in the show notes at theresacantley.com/reset, you can join me for our next business reset workshop, where we will get clear on what it is that you want and why you want it, because that's another key thing we need to ask ourselves, and then really how to put this absolute zero-based thinking into place so that you can match what it is that you want with the process that you create on a regular basis to achieve the goals that you want to achieve. So make sure to click the link and check out when we are going to be doing the workshop next. Again, it's at theresacantley.com/reset.

But until next time, I hope you have a great rest of your week. Stay safe, stay healthy, and I will see you soon.