

Hello there and welcome. It has been a while since I've been on at Facebook Live. And in case this is your first time joining me, my name is [Theresa Cantley 00:00:10] and I am a business growth strategist, and I work with small business owners to help them to find the gaps in their business so that we can fix them and they can continue to grow and thrive in any market. And I wanted to just jump on here, like I said, I've been spending some time over on Instagram doing some Lives over there and I wanted to just pop back in here because I've had a lot of conversations with small business owners, people I work with one-on-one, friends of mine, people who I'm in groups with and I know that in the world of business coaching and things there's a lot of information out there.

Lot of information out there, especially right now with everything that's happening. People trying to tell you, "You need this strategy, you need this thing, you need this tool, you need this tactic. You need to do this with your marketing." And it's just a lot to take in. And I know people that I work with one-on-one, I work with a lot of businesses that have been hard hit this year with everything that we've been through, and I know the first gut reaction is to just jump on anything and everything that you see and just try everything and just throw everything out there and not really take the time to think about things. And right now more than ever is when we need to take a step back and say it's not necessarily that you need a new strategy, but you actually need to take what you've been doing, look at it and say, "What is it that we do well? What is it that we do really, really good, and what is it that we don't do so good and we need to do less of?"

And a lot of people that I've talked to don't want to sweat the details on this stuff. They don't want to take the time to look at what it is that they do really, really well and maybe they need to do more of, and the things that they've been doing that they don't do so well, and maybe they need to fix, they need to adjust, they need to redefine, or maybe they need to just let go of that piece. And I like to look at it, and as I was talking to my copywriter the other day, I like to look at it like there's four different types of business owners out there. There is the one that is the avoider, the person that doesn't really want to take ownership of things. They want magic. They want to have that title of I'm a business owner, but they don't want to do the work that they need to do in order to move their business forward, especially right now. And right now the work that you need to do isn't this fun, fabulous, glorious, super fantastic marketing strategy. It's really about doing less and going back to the basics, I've talked about that on a previous Live.

So you have the avoider that doesn't want to take ownership. They either want to just delegate it off to everybody else, they want somebody else to do it for them, they want to pay somebody to do it, and then they get really upset and they're not happy with the results that they just paid for, and they're even more frustrated because they don't have the money to pay for it right now.

So then you have the people pleaser, the people that say yes to everything, absolutely everything. They say yes, or their employees, they say yes to vendors. And they don't focus on the things that they need to do, they're focusing on what everybody else should be doing and taking responsibility for and then they can't figure out why no one else is stepping up to the plate, and they end up resenting their business. And I've seen a lot of that lately. I can say, I am a reformed people pleaser. I still struggle with it from time to time. I am not immune to it, I don't think really anybody is, but there are some business owners that that's all they do, to the detriment of themselves and to the detriment of their business. And I've seen that a lot. And that happens a lot with people who are givers.

The third type is the control master, and the control master has to control everything. And what happens when we want to control everything, we become the bottleneck in our business. We become that stop gap where stuff can't get through. We also squish the creative energy of our team, of ourselves, of anybody who's involved in the business. We squish that creative energy and it creates a

negative vibe in the business. And right now there's so much negativity out there, we don't need to add any more into our business.

And the fourth one, the fourth type of business owner and entrepreneur, is the visionary. And this is the person that can let go of having things perfect, can be transparent, a transparency that shows the vulnerability that, "I don't have all the answers," they're okay with not having all the answers, but they're still going to lead their team. They also include their team as part of the creative process. They don't necessarily are telling them, "Okay, this is what we're going to do and you're just going to do it. And that's it." That's the control master. They say, "This is what I want to do. This is my vision. How do you think we can get there? These are my ideas. I want to hear what you have to say."

And these four different types of entrepreneurs, four different types of business owners, have their own set of consequences. If you continue to be one of those, and I don't know if this resonates with you, but if you're an entrepreneur or a business owner, and you think you're one of those, let me know in the comments. Whether you're watching this Live or on the replay, let me know which one you think you are. Are you the task master or the control master? Are you the avoider? Are you avoiding responsibility because either A, you're afraid of your own success or B, you don't want to take the time to do the work, you just want to reap the benefits?

Are you a people pleaser, or are you the visionary? And once you can figure out what you are, again, that's when we can get solutions. That's when we can get help. And if not, there are consequences to each. Number one, you have a lot of turnover. Number two, right now people are, because there's a lot of states that got shut down again in different industries, gyms, and museums, and music halls, and restaurants with indoor dining, so a lot of people are feeling kind of low right now. So with a couple of the types of business owners and entrepreneurs, it breeds more frustration and more poor morale.

And that's not what we need right now. We need to motivate people. We need to bring people together. We need to do what we can to keep things moving forward. And here's the scoop. I've worked with for many small business owners, and I was just telling my assistant earlier today. I said, "One of the things I'm obsessed with is college sweatshirts." This college, Lehigh university, my brother and my father actually went to, but I was like, "I don't know if I should do Lives getting on there with college sweaters." I love college sweatshirts. It's one of these things that I'm, I don't want to say obsessed with, but I love it. And my husband has gotten me sweatshirts from all over the place that he's traveled to. And she said to me, "You know what? It doesn't matter. It doesn't matter. That's who you are."

So that's who I'm going to show up as is who I am. And who I am is somebody who loves college sweatshirts, but I'm also somebody who knows business, how to build a business, how to do it the right way, how to scale a business. I've worked for small business owners myself, helping them to scale their business into multi, multi-million dollars, tens of millions. I've worked for small businesses where we've launched product lines in the middle of an economic downturn, an economic crash, I should say, and grew and scaled that private label product line to couple million dollars in less than a year during an economic downturn. Plus I've helped people build businesses, but I've also built my own businesses. Two, to be exact.

So I know what it takes. And as I said, there's a lot of information out there. A lot of people saying, "This is what you got to do. This is what you have to focus on," and those people have never, ever built a business. Plus there's a lot of information out there, and everybody's saying, "You need to do this," or, "You need to do this," or, "You need you to do this." And I can say for myself, when I first went out on my own and did my own thing with my consulting business, I had a lot of people telling me, "This is what you need to do. You need to do this, you need to do this. You need to do this." And I felt like I was going crazy. Seriously, I was listening to everybody and anybody, and just got confused until I found my own

one-on-one mentor, who helped me to sift through the noise, because there is a lot of noise out there, to sift through the noise and figure out, "Okay, what really is important?"

To really take all of those years, 20 years, of experience and expertise in helping people build businesses and building my own businesses and how to take that and put it together so that I can help more people. Because again, there's a lot of people out there saying, "Do this," or, "Do that," or, "Do this," or, "Do that," and people who are saying, "Oh, I can help you build your business," but they've never even built one themselves. And I'm here to tell you, I get it. College sweatshirts and all, curly, crazy hair and all, I get it. I know what it takes. I know what it takes and I know a lot of businesses are struggling right now. And I know a lot of businesses, I've talked to several business owners, places that my husband and I frequent or we've been to with my parents, who are really, really scared because they don't know if they're going to be able to get through the rest of the year and even continue in 2021.

And I'm here to tell you, if you feel like that, you can do it. It just is figuring out who you are as an entrepreneur, where your blind spots are, but then also what you do well. What you do well yourself and as a business and how you can do more of that. How you can let go of trying to control everything and trying to make everything perfect, but then also how you can do more of the things that you do wonderful. And not just focusing on the transaction, but focusing on the relationship that you're building.

One of the things that I preach and teach all the time is about the experience, the experience that you create for your customer, and how that means more than the physical product that you're selling or the service that you're selling. What means more is the experience you're creating for your customer, for your employees, for yourself, for your vendors, for your community. That is what is important. And if you're not sweating the details in that, and you're not trying to figure out, "Where can I improve myself as a leader?" nothing's going to work. You can put any new strategy, new tactic, new whatever in place, and it might work initially, but it's not going to be long term because you need to figure out what it is that you can do better and who you are so that you can continue to move yourself forward.

And I am here to tell you as clear as I have know my name, I've seen business owners frustrated and ready to give up and then all of a sudden it clicks and they turn around. And the next thing you know, they are seeing the results that they want to see. So I'm here to tell you, you can do it. You can absolutely do it.

So anyway, I hope that this helped you. Couple of things that you can think about is what type of entrepreneur am I? What type of business owner am I? I gave you four different types. And then also taking a look at it and saying, "Okay, what can I do? What do we do good, and what can we do better? What do we not do so good, and what do we need to let go?" And if you think about those things first, it'll open up a whole bunch of things that you can focus on to help you to start redefining and start building a plan to move forward.

So, anyway, I hope this helped you today. Until maybe later on this week, I will pop in here again and give you some more tips about those four different types of entrepreneurs. Until then, have a great rest of your day and great afternoon. And thank you so much for joining me, and I will see you soon. All right.