

Speaker 1:

Hello there, and welcome to another episode of the Your Next Best Step podcast. This is an additional extra bonus episode, something that I wanted to record based on conversations that I've had with people lately, clients of mine. I know, I always talk about recent conversations. I think that's where I get my content from. But which isn't a bad thing because as I've always said, this podcast is all about real life experiences, my experiences working with people, and also my experiences in making all kinds of mistakes and also learning lots of lessons with my own business. But I wanted to talk about this because I think it's something that will resonate with so many people.

Coronavirus and COVID, what it did is it leveled the playing field for businesses. It gave everybody, it almost took everybody to even, and it was because there were so many, I mean, I don't know any business that wasn't impacted by it and it was what you did with it. It was what you did with the challenges and the experience that the entire world, the entire planet was going through. And how you reacted to COVID and how you reacted to all those challenges will really show whether or not a business moves forward or stays in the same place that they were. And the thing that I wanted to talk about is... And if you hear that noise, it's just my garage door shutting. My office is right above our garage.

Anyway, but I wanted to talk about this because as I said, COVID leveled the playing field for businesses. And it gave everybody, in my mind, I feel like it put everybody on the same level and it was how you reacted to it and what you did with it, what the next steps you took was going to show whether or not you were going to rise above it, or it was going to completely take you down. And along with that, what it did is it really, in many ways, it flooded the online space. Which for small people, I don't want to say small, but people who don't really have a huge following or people who aren't like these huge influencers. Those, that's what I mean by small, people who were really trying to build their visibility and really trying to get themselves out there. When COVID happened, again, it humanized the space and really put everybody at an equal level, at least I believe so, so that your next steps and things that you did to really get yourself out there and keep going, was going to be super important.

But again, in many ways, the online education space just completely exploded because everybody was starting courses, people were at home, people were starting businesses. People who had gotten laid off were starting businesses. But again, because some of the larger businesses took a big hit, some of the things that were happening out there, different industries took big hits. Again, it shook things up a bit. And I do think it's going to continue to shake things up a bit for some time, just because of how the world works and what's happening and how things are changing, and just the great awakening we're going through.

So, but again, it is a matter of what you do next and how you are able to shift your mindset, to be able to see the possibilities or the opportunities that are coming out of this time, or if you're just going to continue to see challenges and obstacles and struggles. And what this is all coming down to, and I heard something this morning, I've been popping into Clubhouse, this new social media app, and I don't even know if I want to call it a social media app. It's like talk radio, and again, another space, something new that emerged from the whole COVID, really leveled the playing field. You are able to connect with big, smaller, people who are just starting out are able to connect with these large influencers in a space. And it just humanized just the whole scene and really gave people a space to be vulnerable, even big.

I heard somebody who is like a multi, I don't know, I think he's like a nine figure business owner, just really talking about his struggles too. So, here's the thing that I wanted to just mention, and I heard this, this morning on Clubhouse from a gentleman and he said, "Leaders don't need somebody to follow, they need somebody to inspire them to lead." And this resonated with me because I've heard this a lot

with businesses that I work with over the years, I've even found myself saying this. When your business is struggling, when you are struggling, when you are trying to make your way through things, we think to ourselves, "Oh my gosh." In the sense of, "I need to get more followers. I need to have more followers. I need to have more eyeballs on my stuff."

Or even, "This person's doing it this way, so maybe I need to do it that way too. Okay, because it looks like it's working for them, so maybe it'll work for me." I've had a lot of customers tell me that. People who are smaller in their industry, trying to compete with larger businesses who have been doing it for a while, whatever it is that their industry does. But they've been in it for a while. They are larger, they have more resources to put towards marketing and whatnot. And this smaller business, who's trying to do something different in the industry and trying to compete against these larger companies, just getting frustrated and saying, "Well, this is what they're doing, so maybe we should do it too."

But if we go back to that quote, leaders don't need somebody to follow, they need somebody to inspire them to lead. So even if you are a smaller business, I'm even a smaller influencer, and even if you're a smaller business, I want you to really give that some thought. It's not about the and the people that you're trying to attract to work with. They're not just following you on social media or registering on your website or looking at what you're doing, they're not just following you, but they're looking at you because they're looking for inspiration. If you think about people that you follow, why do you follow them? Just because you want to follow them or because they do what everybody else does or because their message is different and or because you want inspiration or you get inspiration from them?

So, if you think about this, in your business, whether or not you are small and you're playing in a big industry and you're trying to do something different, I want you to think about simply just showing up. Just showing up as an industry leader and embracing whatever it is that makes your business unique and what makes your business different because people aren't going to buy from you because you're like everybody else. They're going to buy from you for whatever makes you different. And in order to figure out what makes you different and to figure out how you're going to be a leader in your industry, no matter what the size of your following is, no matter what the size of your bank account is, no matter what the size of your business is, how are you going to be a leader in your industry and make things different?

And the biggest thing that I tell people when I'm working with them is what kind of a transformation do you want to create for your customers, your community, your employees, and even yourself, your vendors, anybody that you're working with, anybody that you end up touching on a regular basis? What kind of a transformation do you want to create? And just because the rest of the industry does it one way, doesn't mean that you need to do it that way. And it took me a long time to learn this for myself. I had a big hangup because I don't have a master's degree, and a lot of other business strategists out there have master's degrees. But as one of my mentors once told me, "However, Theresa, you have a PhD in experience." For all the businesses that I've worked with, all the businesses that I've worked for and how I helped to build those businesses to multi-million dollar businesses, as well as building my own businesses.

So the thing is, is that it doesn't matter what everybody else in your industry does. It doesn't matter what anyone else in your industry is doing. What matters is exactly that, what matters to you and the difference that you want to make and how you could show up as an industry leader and not an industry follower. And it's something that when you can flip that switch, it goes from not just focusing on success from the standpoint of how large your followers are, how many likes you have, or even how much is in your bank account. But switching it to, how can I use my gifts and my experience and the things that I've been through and the things that I've done to create something and do something that is bigger than myself, that will end up impacting lives, as well as making a difference on this planet?

So, think about, leaders don't need someone to follow, they're not just looking just to follow somebody just to follow them. So, if you are afraid to post on social media, or you're afraid to put a video out, or even you're afraid to do something different and far outside of what the norm is in your industry, I'm here to tell you to just pick yourself up, dust yourself off, and just do it. Because people need someone, they need people to inspire them to lead themselves and the more we can show up to do that, the more we can help others to show up to do that. So, if you're afraid to take those steps, I'm here to tell you, it's not about you, it's about them. It's not about you and whether or not your hair looks okay, or whether or not you're ready or whether or not you have a script ready or whether or not you're too small and nobody's ever going to see you, all of that stuff doesn't matter.

What matters is, is that you create it, you share it, you post it, you put it out there, you rinse and repeat and you keep going because the world doesn't need followers. They don't need to follow people. They need to be inspired and motivated and moved so that they can continue to move themselves. So, I hope this helped you. Thank you for joining me for this bonus episode. I wanted to just let you know, on February 17th, which is a week from today, I think it's a week from today, anyway, February 17th, I am doing a free masterclass all about simplifying your business so that you can amplify, and it's all about creating processes. And speaking of processes and what I just spoke about, it is one of the ways that you can really create something different in your business and do things different and teach other people to do things the way that you want them done, and without you even being there.

So, I hope you join me. There will be a link in the show notes so that you can register and join me live. And I hope to see you there. These are monthly classes that I teach every month and they're on different topics to help you grow your business, to help you scale your profits, to help you maybe fix some gaps that you have and just keep moving forward. So anyway, have a great rest of your week, and I will see you soon, well, talk to you soon, actually. Maybe see you if this is a video. All right, take care.