

Theresa Cantley: Thinking that you need to grow your revenue so that you can grow your business and you can get out of the daily struggle is not what you really need to do right now, And I know it sounds crazy because that's what a lot of people believe. They think that, "I want to grow my business." I get people that ask me this question all the time, "I want to grow my business, Theresa. I want to increase my sales and increase my revenue. Once I do that, then we won't be a struggling business anymore and we'll be able to get out of the situation that we're in and all will be great." The thing is, is that's not what you need to do. A lot of people think that. They think that growth in revenue is going to cure everything.

I used to have an old boss that used to say, "Revenue cures all ills." The truth of the matter is it doesn't. It doesn't at all. The number that we need to focus on or what we need to focus on more is profitability. Now, profitability doesn't just come out of the air. Where it comes from is something even more important that we need to build into our business. Once we build this into our business, this one thing, once we do this, our business will grow faster and be more profitable than we could have ever imagined. So you're probably asking yourself, "What is this, Theresa?" Well, it's something very, very simple. It's something that allows us to thrive no matter what is going on in the economy, no matter what is happening in the world, and no matter what impacts come into your business.

So that one thing is resilience. If we think about it just in our life, okay, and really what the definition is, is our ability to bounce back. Rubber bands have a lot of resilience. You stretch them out, something impacts it and what happens? It bounces back and it continues on its merry way, right? Sort of. But when it comes to things in business, I know we've all been through stuff in our life that has impacted us. I know for myself, I have. I've been through two very serious brain injuries. I just lost my best friend and my business partner. She passed away a couple of months ago. My husband has been through cancer. I mean, we've all been through things in our life. Our ability to be resilient is what will continue to move us forward and what will continue to keep us on the road, down the path to living this journey.

It's the same thing with business. Every five years, every business goes through some kind of a crisis or a challenge, okay? Out of those businesses that go through that crisis or challenge, there's a percentage that make it, okay? So out of all of those businesses, only 40%, 40% can keep going and get through those challenges. Look at what happened last year. Through the past year, over 100,000 small businesses have shut their doors. So why is it that not all the small businesses have shut their doors? There's 675,000 restaurants in the United States, okay? Why are some of those restaurants still running? Why are some small businesses still running and not all of them have shut their doors for good?

The reason is, is because they have resilience in their business. There are seven pillars of resilience that really you need to look at each one individually and where it starts is from within. It's an inside game. It's a mindset. It's how we look at things. It's how we deal with things. It's how we approach our business. It is also how we can shift what we need to shift so that we can become more profitable, not looking at the top line sales, but looking at the profit of our business. When we are able to implement or institute resilience into our business in these seven different areas, that is how we will be able to withstand any impact that comes our way, no matter what it is.

That is why businesses have been able to shift quickly and get through this past year. So you might be asking, "Well, what are these pillars of resistance?" Well, you're in luck because I have a five day experience, a five day bootcamp coming up where we are going to examine these seven pillars. Seven pillars in five days, okay? It's one hour a day for five days and we're going to go through what it really means to build resilience into your business. We're going to examine the seven pillars, how you can really figure out where your business is with these seven pillars so that you can fix what you need to fix and build a plan, a rock solid plan so that you can be more profitable, because again, increasing sales without fixing the foundation in your business isn't going to do anything for you.

Increasing sales and throwing money at stuff without fixing the foundation is going to actually do you more harm than it will do you good. If you were just increasing your sales and you fix the fundamental things that build that strong foundation in your business, you're going to find yourself in the same place that we were last year when all of these things happened. But if you spend time fixing that foundation, building a strong foundation and fixing those fundamental seven pillars of resilience, your business will be able to thrive no matter what is happening in the economy, no matter what is happening in the world, and you'll be able to achieve anything you set out to achieve.

So I hope you will join me for this five day experience starting May 10th. Again, five days, one hour a day, a lot can change in five days. Believe me. So if you want to build a more resilient business, and quite frankly be more resilient as a business owner, you're going to want to join me. So if you go to [Theresacantley.com/fivedaybootcamp](https://theresacantley.com/fivedaybootcamp) and register, I'll see you there. Take care.