

Theresa Cantley:

Well, hey there and welcome back to another episode of the Your Next Best Step podcast with me, Theresa Cantley. I know we skipped a week in between there. We have a lot going on on my team. I know that's no excuse, but we did have to skip a week, but it's all good because we are back here this week. And we're talking about a topic that I think ever since I started coaching people long, long, long ago. And even when I was working for five entrepreneurial men, when I was working in the laboratory research equipment industry, people always have this thing, this theory, these thoughts that success can happen overnight, that it can happen super quick. And for some people, you know what, it very well may. It very well may because it's not out of the realms of possibility, but more often than not success doesn't happen overnight.

And there's a reason why and I'm going to explain that. And I remember coaching someone, it was a new client that came to me from a referral from one of my clients and this person had... they were recently graduated from a school. It was a chiropractor actually, and they recently graduated and they were in the industry practicing for probably about a year working for somebody else. And then they decided that they wanted to go out on their own. And I remember my first meeting with this person, I remember sitting down with them and I remember them saying to me, I remember sitting across the desk and I was going over what it's like to work with me and what the things that you're going to need to do as far as business strategy and marketing and what everything would look like.

And I remember him, I said, "Do you have any questions?" And again, remember this is my first meeting with this person. And I remember them looking at me and saying, "Yeah, I do have a question. How long is it going to take me to make a million dollars?" And I just... I remember I was just, I didn't even... I was dumbfounded. I didn't really even know what to say. And I just remember saying to them, "Well, success is not something that happens overnight. It's going to take time. There's no magic bullets, there's no magic pill, there's no magic formula. No matter what anybody out there on the interweb says, it takes time and it takes work and it takes effort, and it takes you getting super clear on what it is that you do, how you help people, not just based on the fact that this is what I do as a chiropractor or as a doctor or whatever, but how do you... what makes your practice different?"

And I remember them looking at me saying, "Well, I talked to somebody and they said I could probably make a million dollars in six months." And I was like, "Okay, well, sure, some people do. Some people don't. You very well may, but in my opinion and in my experience, it takes a while until you work through everything and get yourself moving forward." And I just remember thinking to myself, "Oh my gosh." Because it wasn't the first time I've heard that question. That wasn't the first time that people have asked me that question. Normally they ask me the second or third meeting. That was actually the first time somebody asked me on the first meeting, thinking, okay, my expectation is I'm going to make a million dollars in two months. And it was like, wow.

So here's the thing. Success doesn't happen overnight. Sure, can it happen for some people? Absolutely. But it doesn't happen overnight. And I believe this in my whole heart and soul based on my own having this entrepreneurial experience in not just one, but two, actually three businesses, and also what I learned throughout the years working in an entrepreneurial environment even though it was more corporate, is that it doesn't happen overnight. And the reason why is because you got to go through the muck. You got to go through the crap. You have to fall down, you have to experience all different types of things in order to get more clarity on what it is that you're doing and what it is that you want to do as well as just getting experience as far as what works and what doesn't work.

And I remember one of my mentors said to me a long time ago, he said, "Theresa," he said. "Things don't happen to us, they happen for us in our life, in our business. And the reason why is because those things that happen for us, those lessons that we need to learn, are either giving us

something that we need to learn so that we can continue to move closer to the result that we're looking for or move closer to what it is that we want to achieve, or it's giving us something that we need to learn to maybe move us in a different direction so that we can get closer to the result that we're looking to achieve. Because as human beings, we make mistakes, we make silly decisions, we don't listen to our gut, we don't listen. So things happen.

And I for one am not immune to making poor decisions in my business. I have made, and my business partner and I used to say this all the time when we had our retail store, we probably made every single mistake out there. I mean, we probably... plus we also experienced probably every mistake that, and I always used to say the good, the bad, and the really ugly of business. But you know what? All of those experiences gave me what I needed to continue the journey that I've been on to become a thought leader, a coach, a leadership coach, a CEO coach, and do the things that I'm able to do today.

And that's the thing is that, and I used to look at, and I said this on one of my podcast episodes. I used to look at the things that I experienced in our retail store and the fact that we ended up having to close the retail store because, number one, it wasn't really doing... it wasn't profitable. But then number two, my business partner ended up getting sick. And I remember looking at these things, at that situation and saying to myself that it was bad that those things happened, that I did something wrong, that maybe I didn't know what I was doing, when in fact that experience allowed me to be as successful as I was supposed to be in that moment, in that situation.

And that's something really hard for people to understand, especially when things aren't going well in your business, things aren't going the way that you want them to go. And instead of taking some time and looking at this situation and saying, and I deal with this a lot right now with a lot of my clients with some of the struggles that small businesses are facing, instead of looking at these situations and saying to yourself, "Okay, what are we supposed to be learning here? What lessons are we supposed to be learning?" Or even to stop and say, "Okay, how do we need to show up every day? How do we need to be every day as leaders? And then what are the right actions that align with what we're trying to get to?" What is that successful weekday, 90 days, whatever that looks like, what do we need to do to reach that?

So instead of doing those things, what they do is they just try to do sheer, just try and push results, work themselves until they're absolutely burned out and tired and frustrated and just keep saying, "This is our circumstance and we just need to continue to function in this current circumstance and it sucks and we're just going to... this is how it is and we're just going to push our way through it."

And the thing is, is that that really doesn't work. Because in fact what it does is it sends you in the opposite direction. I mean, it'll work for a period of time, but it's not sustaining. It's not like you can do that for very long periods of time. And that's one of the reasons why success doesn't happen overnight. And a lot of people think, well, if I just keep working myself silly, working seven days a week, burning the candle at both ends, taking toothpicks and keeping my eyes open because I'm so tired. But if I just keep pushing myself, pushing my team, we are going to be successful and we are going to achieve these results.

And the thing is, is that that doesn't work because people get tired, people get frustrated. Because you end up focusing on things that really aren't important and you miss all those lessons and all those really key things that are showing up, you miss them because you're not focused on the things that you really need to be focused on. You miss all of those gold nuggets, you miss all of those things, those lessons in the failures, in the mistakes, in the things that happen, because you're just so focused on this other stuff that isn't really going to help you. Because in our mind, we say, "Well, if I just try and do it all myself, if I just try and push even harder that it will work." And in fact it doesn't work.

And I know a lot of businesses are thinking that right now, a lot of business owners is that if we just keep pushing, if we just work harder, if we just work our staff harder and longer, we'll get through this and everything will be fine. And as I said, that doesn't work, because number one, it's not sustainable. Okay. Number two, as I said, you end up doing things that don't align with what you actually want to achieve. So you're telling the universe, you're telling the ether, you're telling your people you want to achieve one thing, but then the actions that you're taking don't align with it. And when they don't align with it, you end up kind of going in a circle and you just get yourself overwhelmed, overworked, overstressed, and you stay in the same spot that you're in.

So a lot of businesses, as I said, a lot of business owners start their business and they say, and you know what? As I said, I'm not immune to these things. When we first started our retail business, I was like, "Yeah, we're going to start our website. We're going to put this out there. We have this unique concept and we're just going to have, I know when we launch the website we're going to have a thousand orders and we're going to be instantly successful." And sure enough, when we launched our website, we didn't get any orders for a while. And this was long ago before we have a lot of the tools that we have now. I mean, it was before Facebook ads even existed.

But that's the thing is that a lot of people think that if I just put it out there, if I just put it out there and I say, I want to be successful, I'm launching this business and I'm going to be successful and we just sit there and we just wait for it to come to us. You know what? It doesn't happen because we need to take the right actions. We need to have the right mindset, we need to have the right skillset and the right things in place, and we need to have the right tools to allow us to create the success that we want to have.

And here's the other thing is that people want this overnight success, and again, with people trying to push results to happen. Well, the thing is is that if you're so focused on overnight success, and this is why I tell people that the goal that you set is not the most important part. Just like having that overnight success and saying, "We're going to be millionaires within 30 days," and you tell yourself that, and you put it out there and then you work, you just try and push those results to happen. And what ends up happening, as I said, and it's not like you're just doing, you're just doing stuff and you're just doing random tasks and you're just keeping yourself busy, and the thing is is that, as I said, you end up missing the lessons along the way. You end up missing all the really cool stuff that happens on your journey. You end up missing, I mean, honestly the mistakes and the things that you learn and trying and trying again, and getting more clarity.

Because here's the other thing, clarity and greatness doesn't happen when things are super easy, not to the same extent as when you go through a challenging time, you learn a lesson, and then you become better. You grow as a person, you grow as a business owner, you grow more into your purpose.

So I want to give you five things. Five things. If you're thinking to yourself, "Okay, Theresa. So this success isn't going to happen overnight." And I'll tell you, I have a mentor that says my success. I mean, she's at multiple eight figures heading towards nine. And she says, "My success is 15 years in the making." A lot of people that are out there, we see that final... as someone used to tell me, we see the show, the final show, we don't see the behind the scenes. We don't see the falling down, the tears, the frustration, the wanting to give up, the wanting to quit, the employees that quit, or people who copied the material and put it out there and said it was their own. You don't see all of that stuff that happens behind the scenes.

People look at that front stage. They look at that final show that they see, and they say, oh, and I've heard people say this and it blows my mind every time. "Oh, that person had it easy. That person had it so easy." I've even heard people say, "Oh yeah." I was in a program where people would be like,

"Oh yeah, I launched this program and I made \$100,000 in one launch." And it was like what? How? Well, then you hear the back story. They make it like, "Oh yeah, it was an overnight success." And then you hear the backstory of they weren't profitable. They lost money on it. And, oh, by the way, they've been doing this for five years. Okay?

So again, I want to give you why the whole thing as far as if you are in your business and you're saying to yourself, "I have been working so hard. We have been trying to get through this time, we have been trying to move forward. We have been trying to get to that place that we've been trying to get to for several years. We've been trying to hit this mark, and I'm at the point where I'm like I don't know what to do anymore. I look around and everybody else is achieving all of this success and I haven't achieved any yet."

So I'm going to give you five things that you can think about that you can do to keep you on track, because I'm going to tell you right now, you are not alone. Everybody goes through this. And if they tell you they don't, they're probably not completely telling the truth because every entrepreneur goes through this. It's the entrepreneurial journey. It's the entrepreneurial train. It's the entrepreneurial roller coaster of up and down and up and down and up and down and putting yourself out there, being vulnerable, being open to the world, being open to rejection so that you can continue to create something that's either never been created before or to continue to bring that dream that you have to life.

And for some people, bringing that dream to life takes three years. Some people it takes two years. Some people it takes two months. Some people it takes 10, 15, 20 years. Vera Wang didn't become Vera Wang until I think she was like 40 years old when finally her wedding dresses really made it big. Or even, I've heard Richard Branson even say it took him several tries at several different things before he became, and it took a long time, before he actually became a success.

But if we look back and I did an Instagram post on this last week, if we look back and we look at these different success stories. When Jennifer Lopez pre-JLo was a Fly Girl, or when Schoolhouse Rock, prior to when Schoolhouse Rock was on YouTube, when it was on PBS, the Public Broadcasting Station, PBS. Before even when for me when I was selling shoes in a retail store and fitting people in their homes or in doctor's offices. Everybody. Everybody who has become a success such as Jennifer Lopez, who is now JLo, such as even Richard Branson or Elon Musk. I mean if you think of anybody who has achieved a major level of success, they started somewhere and it didn't happen overnight.

I mean, Jennifer Lopez, she got her start as a fly girl on In Living Color, one of my favorite shows. It was actually my dream in life was to be a Fly Girl. But it took her a while and it took that constant determination and learning and that effort and never giving up and taking small steps to get to that level of success that she was aiming to get to. I've heard her be interviewed and she's really... I mean, she's still working at it. She's still doing things. She's still trying and failing and making mistakes, but she still consistently gets back up and keeps going.

So if you look at people and you say they had overnight success, I'm here to tell you, no, they didn't. No, they didn't. It may look that way, but they didn't. But what they did have is they did have unwavering determination and grit giving themselves huge amounts of grace when they do fall, looking for the lessons, and continuing to move forward.

So I want to give you five things to think about if you are frustrated and you're like, "Okay, why isn't this happening for me? Why isn't this happening to me?" Okay. So the first thing is, instead of asking yourself that question, ask yourself a different one. What is this doing for me? What is this allowing me to do? This mistake, this failure, this frustrating circumstance? This experience that's happening, what is it allowing me to do? So that's the first thing you want to ask yourself. You also at

the same time want to say to yourself, "I'm grateful for what I'm experiencing right now, because I know there's a lesson in here somewhere. I know that this is going to get me through. I know that this is going to do something to propel me forward. I just have to be open to whatever it is."

And it most likely doesn't look the way that you want it to look. I mean, I have a client and they wanted to do a new program in their business. I mean, they had a brick and mortar business and they wanted to do something that was completely different, it was like a membership. And how they originally wanted it, and they were very steadfast on this is what we need to have it look like, and when they first put it out there, it didn't work. So what did we do? There was a lot of frustration, a lot of tears and a lot of crying and a lot of why isn't this working? But then when we stepped back and said, "Okay, what do we need to learn from this? What can we do differently?" Made some adjustments, relaunched it, and now today it looks completely different than what it looked like originally, but it was way better than what they could have ever imagined. And that's normally how things work.

So first of all, be grateful for the experiences that you're going through. The more gratitude you can show every day for all the different things that happen, and I know it's hard, especially when you have employees quitting or you have a product that fails or a shipment is late and you have customers who are freaking out. I know it's really, really, really hard to say I'm grateful for this because what you really want to do is crawl under the covers and hide. But stop and say, "I am grateful for these experiences." And then the second thing is what is the lesson that I need to learn? What is this showing me that I need to do differently, or what is this showing me that I need to do that I'm not doing?

Then what you can do, there's five things. So the first one is stay future focused. Stay future focused. And what I mean by that is don't get caught up in what is happening right now. That current circumstance, that random current thing that's happening right now. Because there's a lot going on right now and if you stay stuck in all the stuff that's going on right now, you will just stay in fear, scarcity, misery, everything that's happening. So if you can stay future focused, stay focused on and consistently ask yourself. I ask my clients this question consistently, what does a successful day look like? What does a successful week look like? What does a successful month look like? Especially with things that are happening right now. Ask yourself what does a successful, even if make it a short lens, what does a successful week look like? If we were super successful this week, what would it look like?

Nobody quit. Nobody resigned. We hired, we found two amazing new people to join our dream team. We increased our revenue 20%. What does that look like? All right. So the more you can stay future focused, and I'm not saying don't handle things in the present. But the way that you handle things in the present if you are future focused is going to be proactive and not reactive to what's happening right now.

So number two, always have a plan that aligns. Always have a plan that aligns, which relates to number one. What does a successful week look like? And then taking that and saying, "Okay, what do we need to do to get there?" All right. So if you are having a frustrating time right now with staff, and your goal, a successful week is to make sure that nobody else quits or doesn't show up for their shift and that you're able to attract one or two, let's just say a new dream team member. So if you put that out there and you say to yourself, "Okay, what are the things that we need to do to make this happen?" Number one could be we need to coach our staff. Number two, we need to encourage our staff. Number three, we need to go out there and put signs outside that say the positions that we're hiring. Number four, maybe we need to write better ads that talk about our values and not just about the job description.

So make sure that you always have a plan that aligns, which a lot of people miss that point. It's the mistake that a lot of people think about out the law of attraction is that you just say, "I'm just going

to put it out there and I'm just going to pray and wish, and it's going to happen." Nope. You need to align your actions to what you're putting out there into the universe.

Number three, again, make sure you hire a great team. One of the phrases that I've been using recently is you want to hire a self-led, high empowered, high growth dream team. Self-led, highly empowered, high growth, dream team. Even if it's one person, even if it's you and one person. Because especially if you're starting out, when you are starting out, having a person to help you, to help you do the things that you need do to get you running forward is going to help propel you faster than if you're just trying to figure it all out yourself.

So even if it's somebody who's working for you five hours a week, 10 hours a week, maybe even 10 hours a month, whatever that looks like, make sure you begin to hire a great team. I say this a lot and it's something that I learned many, many, many, many, many, many years ago is that your success as a leader will be determined from the people you surround yourself with. If you surround yourself with a bunch of team members who don't really care about the business, don't really take pride in their work, don't really want to take responsibility for themselves or for what they do or for how they show up and who complain all the time. Well, guess what? Guess what? That's going to impact you and it's going to impact the results that you're trying to achieve, so make sure you are hiring A-game players.

Number four, and this was the biggest thing for me, is learn how to fail. Yes, you heard me correctly. Learn how to fail. Okay? And I don't mean just go out there and fail just to fail. No. Learn how to fail. So what I mean by this is put it out there, create it, share it, post it, rinse and repeat. I'm going to say that again for the people in the back. Create it, share it, post it, rinse and repeat. And if it fails, don't beat yourself up. Look at it and say what worked? What didn't work? And if just plainly it just didn't work, that's okay. Let it go. Because you put it out there, it didn't work. Maybe you try it later or maybe it just doesn't work. But you know what? If you didn't put it out there, you would've never known.

Even if it's a new menu item or it's a new drink in your bar or it's a new service that you're offering in your... let's say you're a home inspector, it's a new service that you're offering. You won't know if it's going to work if you don't put it out there. So create it, share it, post it, put it out there, rinse and repeat so you can see how it works.

And here's the other thing, rejection. What rejection teaches you is it teaches you how to be resilient. Remember, resilience comes from when things are hard, not when things are easy. So rejection teaches us how to get back up and how to believe in ourselves.

And it also teaches us how to, and this is number five, to always have conviction. Even if you have haters and naysayers and people who are telling you you're absolutely crazy out of your mind to do this. I mean, another one of my clients wanted to buy a \$600,000 building because he didn't want to rent and he did that a long, long time ago and now he owns the building. It's a giant building. He's got three businesses in it and he is like one third or two thirds of the way paying the loan off.

So always have conviction. If your gut is telling you to do something, if you have a dream and you're putting it out there and people are telling you you're nuts, you know what? Lean into it. Because if they're telling you you're crazy and they're telling you you're nuts, you're doing something right. So always have conviction. Always know that you are good, you are great at what you do. That what you are doing is making a difference in the lives of others, even if it's just one life at a time. What you are doing is what you are meant to do. And where you are right now is exactly where you need to be.

So number one, stay future focused. Number two, always have a plan that aligns with whatever it is that you are looking to the future for. And the future could be an hour from now. Number three, hire a great team, even if it's just one person. Self-led, highly empowered, high growth dream team. Number four, learn how to fail. Put it out there, just do it. You'll never know if it's going to work if you

don't put it out there. You may be pleasantly surprised. And the last one, always have conviction. Know that what you are doing is what you are meant to do and going on this journey and having these experiences and making these mistakes and having little successes and little wins along the way, those are the things that we need to look at. That's how we can honor the struggles that we go through. We can learn to enjoy the journey and we can also learn to trust the process, the process that we have to go through to achieve the success that we're looking to achieve.

And beyond anything else, we need to be grateful for anything that is happening. Because as I said in the beginning, it's not happening to us, it's happening for us to get us closer to the things that we're looking to achieve and the success that we've been craving and wanting to get to. So until next week, have a great rest of your week and I will see you soon. Bye for now.