

# **7** LANDMINES **THAT BLOW UP** **YOUR BUSINESS**

**TEXTBOOK**

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## Introduction

As you proceed through this Profit Planner, I encourage you to have an open mind about your business and complete the workbook and calendar tasks to implement what you will learn.

Think about your work habits. Is your to-do list pages and pages long, never getting shorter? Are you frustrated at the end of the workday because you wish you had more time to get things done?

These are common feelings of entrepreneurs. You are not alone. There are seven potential land mines in businesses. We'll cover those and share how to avoid them or face them straight on.

First, determine how you are spending your time. Are you focused on the money-making side of your business or simply doing busy work? Are you taking steps daily to grow your business, or are you spinning your wheels going nowhere?

Being aware of how you spend your time is the first step toward doing something about it. That's half the battle! You can take action to change the behaviors and work habits – one step at a time.

Change doesn't happen overnight. Even when you do make changes, the rewards of those changes may not show up right away. Change is challenging, therefore making one change at a time is the best course of action. Implement procedural changes should continuously be tracked to make sure it is working.

Have you heard of the book 'Atomic Habits' by James Clear? The idea is that creating new habits should be done one at a time and then build upon that. Do it daily until that small habit becomes part of your routine.

For instance, if you decide to include better self-care into your routine, start with a few minutes daily. Once that feels natural, increase the time until you reach your target goal of 20 minutes per day. Starting small will help you take a step forward without getting discouraged or giving up.

For your business, that example works the same. Pick one thing, execute it with smaller steps, keep moving, and track to make sure it is effective for your business. Try new processes and automation.

Take notes. Create a list of everything you love about your business. What is working? How many clients do you have? Are your customers happy? What new content, programs, or products do you want to create? Consider this as your baseline assessment of your business. When you begin to progress and change, track everything as you make improvements.

There are seven land mines that can blow up your business (not in a good way). As you review them, take note of the impact they may have on your bottom line.

## Landmine 1 The Not So Harmless Habit

The 'harmless' bad habit that's destroying your confidence and your bottom line. Give it up, and watch your business skyrocket!

President Theodore Roosevelt is credited with saying,

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*"Comparison is the thief of joy."*

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and he was right! Think about what happens to you mentally and physically when you compare yourself or your business with someone else's.

Doing market research is different from comparing yourself in an unhealthy way. Can you relate to this scenario?

You make a post on social media to share your family-fun pictures you're your followers. It feels incredible as people begin commenting and 'liking' your post. Who doesn't like that kind of attention?

And then it happens. You notice that a competitor has a similar program. On top of that, you see that some of your followers have purchased their program instead of yours. AND they became an affiliate for that program, and you see social media posts about it everywhere!

You notice a buzz around the competitor's program. Suddenly, as you realize that your upcoming launch for a new program you've put everything into is already out there, you experience doubt and panic. You ask yourself if you blew it by not launching sooner.

Jealousy is something most business owners may encounter. What began as a positive social post about your business and family has turned into feeling hurt, upset, or frustrated.

Social media can become a 'harmless' bad habit of comparing yourself to someone else, killing your confidence and bottom line. If you don't feel good

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about what you are doing or producing, your business suffers. At this point, many may reconsider their decision to start a business.

Give up comparing yourself and your business with others! Keep in mind that when you look at your competitor's social media feed, it is their 'highlight reel.' To compare yourself with their edited, strategic marketing is not a good idea.

Are you comparing yourself to the most well-known person in your niche? Stop to realize how many years it took them to get there. I bet it was a long struggle for them until they reached their expert status. To us, it may look like it was an overnight success that got them there. We don't know the time, money, frustration, and doubt they encountered to get where they are now.

Jumping to conclusions about someone else's success is never a good idea. If you want to know more about how they reached the place they are now, look for books, interviews, or blog posts they may have shared about their struggles to inspire others to keep going. Who knows – you may find yourself re-inspired about your business.

Remember that the experts in your niche are people, too, and they had to start somewhere. Most of them have social media managers who are the pros at showcasing the good things in their client's lives.

Don't use the definition of success by someone else's as yours. Follow your path. Enjoy your journey as you learn and grow. There aren't wrong or right answers. Even in saturated niches, you can stand out because you are unique. Bring your skills and experience out in the open. Your audience will be drawn to you because of your back story and talents. Keep in mind that there are enough customers in the world for everyone.

Create your dream goals, milestones, and strategies for your business. Don't copy someone else's because they are not you. Authenticity is a huge factor in your overall success. Your clients want something only you can provide, your unique view and solution. Being an imposter or copycat won't serve you or your clients.

Market research is an entirely different animal. It's essential to do this research to understand your target audience and what they need. Don't make unhealthy comparisons to you and your business in this process. Notice the data you collect without making unhealthy comparisons to you and your business. Notice their marketing patterns and product/program offers. Understanding this data will help you determine what you need to do.

Keep an objective mindset, never allowing envy to erupt. Celebrate their successes and see how you can make improvements to reach your goals.

## Landmine 2 Negative, Fixed Mindset

If you knew that your mindset would determine the type of success you desire, would you try to shift your current mindset for a better one?

James Allen was an early founder in the self-help arena. He was a British author and philosopher in the late 1800s and is credited with this quote,

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*"Good thoughts and actions can never produce bad results;  
bad thoughts and actions can never produce good results."*

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Have you caught yourself off track or had a fixed mindset? Some people experience this daily. For others, they hear self-sabotaging thoughts when something goes wrong. Sometimes they question themselves or doubt they aren't intelligent enough to have a successful business. Everyone can experience negative self-talk, but it's how you handle it that matters.

Have you caught yourself thinking, "no one would want to learn anything from me," or, "I'll never be as successful as 'xyz,' so I might as well not try anymore." Negative self-talk as self-sabotage is one way we remain in our comfort zones.

A fixed mindset can cause you to believe you can only reach a particular level of success. The fixed mindset allows you to settle for achieving less growth and success. You're convinced that making adjustments or trying new things will keep you never reaching your full potential. Staying in your comfort zone keeps you from putting yourself 'out there.'

The fear of criticism and failure is too frightening for many to put at risk. Stretching your comfort zones and eliminating negative self-talk will take you closer to the success you've dreamed about.

Begin rejecting the negative thoughts and insert a positive one. For instance, if you are showered with thoughts and feelings of 'not enough,' immediately stop and speak out loud, "I am enough! I deserve this opportunity!" Use the words that are appropriate for you. Find the positive version of anything negative.

Henry Ford said,

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*Whether you say you can or can't, you're right.*

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That's a well-known statement of negative versus positive. What you believe is what will manifest in your life and business. For example, if you've lost a client or your big launch didn't yield the sales you had hoped, speaking positively will keep you moving forward, whereas negative speaking halts all progress.

An example of positive self-talk may be, "It's ok, another client will hire me," or, "Ok, I need to look at the launch to figure out how I can make some changes."

Negative self-talk for the same examples would sound like, "I can't believe any client would hire me. I'm not good enough," or "What made me think I would sell anything? This proves I'll never be successful."

Which scenario will encourage you and try again? Which one will convince you to give up?

Changing a mindset is a challenge, but you can accomplish it. You need to be determined and patient as you begin shifting your mindset. A growth mindset means you can achieve anything you desire. You believe in the possibility of getting more intelligent and more successful. Put in the extra time and effort, understanding every failure has a lesson.

Developing a growth mindset to replace the negative, fixed mindset is as vital as getting rid of negative self-talk. Changing a fixed mindset means you have to recognize the mental, emotional obstacles you have. Think about the origin of these self-sabotaging thoughts and feelings. Many times the root comes from family, classmates, and teachers who have said or treated you.

Growing up in a verbally abusive environment, and were told they weren't smart or would never amount to anything or examples of people who may have a fixed mindset.

On the other hand, those who were not verbally abused, but lack confidence or had parents do everything for them can also have a fixed mindset. Parents who did everything for their children don't know how to take a risk or work to make a living. It's possible they won't experience the satisfaction of accomplishment and the way it feels. There is the potential they don't know how to bounce back from disappointments and setbacks.

The first step is acknowledging you need to reset your mindset. The next step is to notice the negative self-talk. Note what may have triggered that self-talk. When you recognize the triggers, you will be able to avoid them or learn how to react positively if they are unavoidable.

The willingness to explore the mindset work is an indicator of how much change you experience. Experts and successful entrepreneurs may feel insecure and unworthy even when they reach the pinnacle of success. Understanding your mental and emotional roadblocks will allow you to change them.

Are you open to adopting new strategies and technologies to ensure your mindset success? Journaling is an effective way to practice mindset work. Listen to inspirational podcasts. Seek mindset workbooks or apps that will guide you through the process.

Businesses that stagnate fail. If you can't change, you can't grow.

## Landmine 3 Doing Things You Hate

Are you ready to discover a simple hack that will help you stop doing what you hate and only get paid to do what you love?

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How many hours do you work each day? What do you have to show for all of the hours you put into it? Do you find yourself surfing your social media accounts? Do you spend hours on end on YouTube watching the cute cat videos? Are you completing the money-making things? Do you KNOW what your money-making tasks are?

Money making tasks are those that need your input and have the highest ROI (return of investment), such as increasing sales or new clients. If you promote affiliate products, then your affiliate income is considered a money-making task.

Writing your courses and programs, structuring your group coaching program, and products you will sell are all money-making tasks. Your monthly newsletter with affiliate links makes money. Being a guest on a podcast is a money-making task because you are placed in front of a new audience filled with potential new clients or customers.

Right now, commit to changing what you do every day, including the 'little' tasks. Document everything you do every day in a list format. Don't edit or think about it – just do it! Pay attention to each detail – are you accomplishing anything?

Create two columns labeled with Money Maker and Busy Work. Take the list you created and place everything in one of the two columns. You may see some of the tasks showing up in both columns. If the majority of your tasks are in the Busy Work column, you must make changes.

Look at the list objectively from a new viewpoint. What happens when you wake up? Are you running around because you overslept, or do you fix a cup of tea and enjoy the morning? Do you read personal development books or listen to motivating podcasts? Do you exercise or jump into work mode and

begin checking email and social media activity?

Experts believe that how you begin your day determines the entire day. Starting with a 'busy' mind with unimportant social media posts will most likely lead to distraction by other social media posts or busywork tasks throughout the day. Social media doesn't directly make you money, so delegate that task. Limit your social media time to strictly answering questions or engaging conversations. Avoid getting drawn into the 'drama' or join in remembering the good old days with your college buddies. These are all-time suckers, not money makers.

On the other hand, if you begin your day journaling or meditating about your goals, you will experience focus and motivation to achieve your goals. Do you have a list of tasks for the day? Get excited to tackle that list and make progress before your computer boots up!

Review the task list and prioritize it with the highest ROI that you will attack first.

- Which have deadlines?
- Which will make sales?
- Which ones involve working with a JV partner?
- Which ones will attract prospective clients?
- Which ones make you happy?

These are the tasks you focus on while delegating the rest to your VA (Virtual Assistant). Remember that your time is valuable, as is your expertise. Use both to generate more income for your business instead of wasting time watching the cat videos.

Another way to think about prioritizing your money-making tasks, especially if you have some massive tasks outside your comfort zone, is to "eat that frog" or complete the most straightforward tasks first. 'Eat that Frog' is the title of a book by Brian Tracy in which he talks about tackling the scariest or biggest task first and then reveling in the sense of accomplishment when you can cross that massive task off your list.

Begin your day easier by completing 1 or 2 smaller tasks first to get that feeling of accomplishment as you tackle the following items. This technique motivates you to tackle more. Both of these methods work, and you may interchange them based on how your day starts.

Did you pull an all-nighter and find yourself groggy and slow, select the most straightforward tasks to complete first. However, if you slept solid and full of energy, you may eat the frog.

Create a balance with doing what you love that helps your business grow and thrive. If there are things you hate to do, yet they must be done for your business success, think about outsourcing those items.

## Landmine 4 Working with Problem Clients

You can't and shouldn't work with every client who wants to pay you. Take this approach instead. It's certainly a catch-22 situation. For example:

A new service provider or coach wants to get as many clients as possible, so they offer a significant discount on their services. Once that 'sale' has ended, the coach is left wondering why people didn't sign extended contracts.

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While offering discounted services may be a way to get revenue faster in your business, you may not get ongoing, return customers. You may find yourself in the position of a discount client stating they want to keep the original discount in place for however long they want it. Additionally, if you didn't limit how many people come in under the deal, you may very quickly find yourself overwhelmed and burnt out with a ton of clients.

When you undercharge your services, your services and expertise may be viewed as mediocre at best. Expensive packages, however, are considered as much more valuable in quality and expertise. If you've placed yourself in a position of undercharging over time, you may never dig yourself out of the hole you dug for yourself.

Trust me. You DON'T want a tire-kicking freebie seeking clients. These typically expect far more time from you, need more attention, and more demanding. They make you second-guess why you made the special offer to begin with. They don't fully know the value of having a coach. They may expect you to be available in the evenings and weekends. Most likely, they may think that the coach does the work for them, not guide them.

Simply put, charging less than you are worth will block your business growth, cause you to burn out, and lose your confidence. Clients unwilling to pay your worth aren't the right people for you.

Everyone has 24 hours in a day. What's the best use of your time? Coaching clients at a cut rate or clients willing to invest in your total price? Of course, you want to earn income from the client's investing in your total price.

When was the last time you looked at your rates for clients, programs, and products? If it's been over one year, it's time to re-evaluate your fees.

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Are you concerned about losing existing clients if you raise your prices? Keep in mind you are running a business, not a charity. You have bills to pay, and your expertise is valuable. You don't want to increase 200%, but you need to adjust your rates to what's fair. If you have long-term clients you don't want to make a significant change, take tiny steps with them. Some coaches offer to 'grandfather' clients into a single, long-term rate.

Keep in mind that people willing to invest in you are investing in themselves. They understand the value you provide and are eager to do the work.

There will be people who complain about:

- the money
- the assignments you give them
- they desire more one-on-one attention from you due to being 'needy'

To avoid this scenario, you must have a new client onboarding process before scheduling their first coaching call.

This short, 20 – 30-minute consultation would revolve around what they expect to receive from your coaching. This is the time to set boundaries. Create a questionnaire that they complete and submit before your consultation to provide you time to review their answers and better understand how the conversation will go. During the consult, you can focus on clarifying the terms of working together and address any misconceptions your prospect may have.

Remember – you are in control about who you work with and who you won't. You don't have to take every person that seeks you out. After the consult, what is your gut reaction? Is this person ready to work, or are they needy? This process is the same when taking on clients in a group coaching program. Will this person participate, or will they be silent?

Will they commit to being on every call, or will they miss sessions with various excuses?

Determine if you are the best coach to help them. Do their needs align with your skillset, or should they find someone with a better experience for their needs? Do they work in a niche where you don't have experience? Refer them to someone else if you are not the right fit and give their slot to a better fit.

## Landmine 5 Making Comparisons with Others

Market research is knowing your competitors and seeing what they're doing that appears to be working for them with their offers and marketing tactics. That's as far as you should go regarding comparing yourself to them.

You and your business are unique. You have a different vision, story, and mission than your competitors. The more you share your story, the more followers will be attracted to you.

You are not K- Mart. You aren't trying to appeal to everyone and their brother. You want to attract the right clients only. Your ideal clients will resonate with your message and will be different from those of your competitors.

Due to you being different from your competition, don't resort to using their exact marketing strategies, content, and packages. Attract clients that are in alignment with your authenticity. If your social posts are similar to your competitors, someone will notice, and that can harm your reputation. This goes with images and graphics, too. Avoid being a copycat! It's never worth it.

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Competition is healthy, and it shows that there are people willing to pay for what you offer.

Think about how long you've been in business. What have you struggled with? What successes have you reached? What keeps motivating you? These are all part of your unique story. Don't be shy about sharing your story.

Think about how your qualities and why you started your business in the first place. Allowing negative-self talk to tell yourself will destroy your business. Avoid thinking about the achievements your competition has reached in revenue, lifestyle, and expert status. Negativity attracts negativity, and it will be a complex cycle to break.

After your initial market research for data, ignore what your competitors are doing. Look for the platforms YOUR audience is active. Be creative in attracting your target audience. Count on your strengths when creating content and marketing yourself. If making videos comes naturally for you, then create little videos to get your message out. If you love to write, but don't like being on video, writing blog posts makes sense for you. Be you and have fun with it.

Remember the quote - comparison is the thief of joy. When you find yourself comparing against others, you lose confidence and motivation. If you feel like you connect with a particular person, think of ways to JV with them. You can turn working together into a positive experience.

Begin with guest blogging or a crossover blog conversation. When each of you introduces your audience to the other, the results can yield significant results. Develop a relationship with your JV over time and work together by promoting each other's offers to each other's audience.

A little creativity and genuine respect for the other person in your niche can yield a fantastic relationship through partnerships. Some people in the same niche may appear guarded, but many are open to connecting. Everyone benefits when you share audiences and work together.

## Landmine 6 Overwhelm in Your Business

Outsourcing. You hear about it everywhere. Entrepreneurs will burn out if they continue doing every business task by themselves. If you're drowning in invoices, emails, and scheduling nightmares, you can't think strategically and move forward. Outsourcing specific tasks to experts will increase the amount of time you need to coach your clients or create your signature product.

Let's break down a coaching business into three categories:

### **Administrative, Coaching, and Marketing.**

**Administrative tasks** include billing, email management, customer service, and booking client coaching sessions. No doubt you have other tasks that fall into this category but let's start with these most popular ones. Booking coaching sessions can be automated with online calendar systems like Calendly. Recurring invoices can be scheduled ahead of time, as can recurring credit card charges, but you still need eyes reviewing the process to avoid mistakes or overcharging.

Create a list of all your administrative tasks and estimate how much time you spend each day or week on these tasks. You might be surprised how much time adds up if you start using a timer for each task.

Now, create your **Coaching** list with how many clients you currently have and how often you meet. How long are your sessions? How much prep time do you spend before meeting with each client? Write down the amount of

the time you spend coaching each day or week.

**Marketing** should be a never-ending process if you want a constant flow of prospects finding you. Write down your current marketing tasks, even the tasks you know you should do but don't have the time to do and add the amount of marketing time you spend each day or week.

Consider adding a **Creating** category. This is where all your content creation belongs. This is a form of marketing, and it takes time to physically create content, so I prefer to use a separate category.

Do you have an editorial calendar with content ideas? How long does it take you to write a blog post or your email series? Do you block out time to record multiple videos in one day? What about your social media images? Do you enjoy creating graphics, or does that throw you down a rabbit hole all day long?

Add all of that time and let that number sink in. How much time are you spending on your business each day? How does that amount of time compare to your actual earnings? Are you happy spending all those hours on your business when you could be spending more time with family and friends?

Also, determine if those hours are spent wisely or are you doing more busy work. What are your money-making tasks? Are you prioritizing those tasks first? Look at where the most significant return on investment (ROI) is, and it's not posting on Facebook. Is it getting new clients, working on your next course, shooting videos?

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In his book, *The Big Leap*, author Gay Hendricks talks about finding your Zone of Genius, which is "the set of activities you are uniquely suited to do. They draw upon your special gifts and strengths." When you focus on doing those things within your Zone of Genius, you lead a more satisfied and fulfilling life.

Look at your task list again. Which tasks fall within your Zone of Genius? Which tasks do you love and look forward to completing? Which ones do you dread? Anything you dread or which falls outside of your genius zone should be outsourced.

Don't think of outsourcing as a failure. Think of it instead as a way to leverage the talents of others to grow your business. As hard as it may be to admit, you're not perfect at everything, nor do you want to waste your valuable time learning something new that takes you twice as long to complete as it would take an experienced VA. Stick to your zone of genius.

I know what you're going to ask next. How do I find virtual assistants or other subcontractors?

Simply start by asking for recommendations from business friends and associates. They may use someone they love or know of someone else who has a VA they can't live without.

Consider placing a job request on VA-specific forums, such as [VANetworking.com](http://VANetworking.com). Larger sites such as [Guru.com](http://Guru.com) and [Upwork.com](http://Upwork.com) boast millions of users and are geared toward individual projects. However, if those large numbers don't intimidate you, consider hiring someone for a small project to test out their skills, then hire them for more hours and tasks once they have proven themselves.

While you're going through the search and interview process, prioritize which tasks you want to outsource. Do you want to jump all in and get everything off your plate? Or, do you want to start with 5 hours per month with your hand-selected VA?

Once you have found your VA and proven their worth, get in the habit of delegating work to them. Hire intelligent, skilled contractors and build an amazing virtual team. Then you can get moving on making the most of your newfound time.

## Landmine 7 Burnout

Burnout is real, and there are ways you can avoid it. When you put in endless hours without breaks, you're exhausted every day and cannot perform even the simplest of tasks. Your family misses time with you, and you can't see the end in sight. You begin to resent your work. You may find yourself procrastinating. Your brain is overloaded and will not function much longer if you don't make significant changes.

Listen to your body! There's always a root cause of procrastination. If your body wants to stay in bed, there's a reason for it. You're not a lazy person. Otherwise, you would not be where you are with your business. It's the body's way of telling you to rest.

How do you defeat mental fatigue and burnout? Begin by getting organized. As simple as it may sound, clean your desk and your office. Desktop clutter is a sign of a cluttered mind, and seeing the disorganization will distract you from your money-making tasks. Clutter also deters you from locating important files, papers, or documents you may need, so hire a professional organizer or create your organization systems, so clutter disappears.

Don't forget to organize your computer too. Get rid of the dozens of icons on your desktop and file your downloaded files to the correct folder. The benefit is efficiency and getting what you need right away. You reduce frustration and time when you tackle it.

How do you schedule your time? Do you have an online calendar, a phone calendar, or a paper calendar? Choose one method and stick with it. If you use a mix of different planners or calendars, you'll run the risk of not updating any of them, and you'll miss appointments.

Plan the following day before leaving your office in the evening. Knowing precisely what's on your plate the next day helps you get into a positive mindset. It also prevents you from losing precious time in the morning trying to figure out what's on your agenda. Lower your stress level by making a plan.

Part of your daily plan should be prioritizing your most significant ROI task. Whether it's writing an email series promoting your newest program or recording a series of videos to use for your marketing efforts, schedule the time to get that work done first. YOU are your biggest client so reserve some time to focus on your business.

Embrace technology and automation! Ask your VA to research ways to streamline your administrative tasks and what tasks can be automated. Billing and online appointment scheduling are two things most coaches can implement, but there could be others that become apparent once you and your VA start looking for them.

Do you have daily business hours? When do you have the most time to quietly focus on your clients and your marketing efforts? Business hours are significant if you work from a home office because you don't want your

family interrupting your coaching calls.

Tell your clients about your business hours as well, so you can set boundaries with them in terms of when they can contact you. These types of boundaries eliminate late-night phone calls or weekend emails. If they choose to contact you outside business hours, use voice mail messages or an email autoresponder to let them know when they can expect a response.

Once you have your office and operations organized and running smoothly, it's time to talk self-care. Start small by taking a walk during your breaks. Do yoga, stretch, or meditate at lunch. Visit a chiropractor or treat yourself to a massage. Whatever activity brings you joy and relaxation is what you should add to your calendar daily.

When was the last time you took a vacation? Did you work during the trip, or were you able to completely unplug? A break is meant to be relaxing and fun – a way to take your mind off the everyday stress and escape from your normal, busy life. But if you're glued to your phone or taking calls while your family plays, is that a vacation?

If you don't take breaks, you'll use up your creative energy and feel depleted, even for just a long weekend. Is your schedule right now sustainable without you suffering burnout or other health-related consequences? If you can't keep up with everything, get creative about making sure your tasks still get done.