



7 LANDMINES THAT BLOW UP YOUR BUSINESS

CHECKLIST

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- I understand I may have learned some bad business habits over the years that are stunting my business growth.
- I understand I may not recognize these habits right away and have to look for them in order to change.
- I understand that my lack of time might be due to other time-wasting activities.
- I understand that if I track my time and activities, I can discover where I'm wasting time throughout the day.
- I understand there's no shame in admitting that I am doing/have developed some of these bad habit behaviors.
- I understand that changing these habits will take time and concerted effort.
- I understand that the rewards for changing these bad habits will appear but maybe not as quickly as I would like.
- I understand that changing one habit at a time – or creating a new process in my business – is wise in order to avoid overwhelm and anxiety.
- I understand that I should fully understand each process of my business and use it fluently before adding something new to the mix.
- I understand that automation can be a great timesaver, but I should advance slowly, being sure to fully understand each function and software before adding something new.
- I understand that comparing myself to other competitors can stagnate my business.
- I understand that comparing myself to others can cause anxiety, depression, low self-esteem, procrastination, and negative self-talk.

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- I understand that I need to track some of what my competitors are doing in the marketplace but that should be the end of the comparisons.
- I understand that social media posts and public relations events only highlight the positive things in one's life, without any hint of the struggles one experiences.
- I understand that my coaching programs and classes may be similar to my competitors' but my delivery and my coaching style are what will set me apart.
- I understand there are no such things as "overnight sensations."
- I understand that everyone struggles, even if it's not apparent to the world.
- I understand that my own definition of success and my milestone markers will be different from my competitors.
- I understand that my business goals will be quite different from those of my friends or competitors.
- I understand that only authenticity – not copycatting – will yield great success because people will relate to my story.
- I understand that negative self-talk is detrimental to my business and my psyche.
- I understand the best way to combat negative self-talk is to turn the negative into a positive.
- I understand that positive self-talk is more motivating than negative self-talk.
- I understand that a growth mindset allows me to expand my knowledge and grow my business.
- I understand that a fixed mindset halts my business and prevents me from dreaming of what could be.

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- I understand that changing one's mindset means recognizing mental and/or emotional roadblocks and changing that narrative.
- I understand that journaling and meditation are common techniques that can assist in changing to a growth mindset.
- I understand that mindset work is constant because there's always room for improvement.
- I understand that doing busy work will lead to lower income and burnout.
- I understand the necessity to identify my daily money-making (big ROI) activities and my time wasting activities.
- I understand that how I start my morning reflects how the rest of my day will proceed:
 - Mindless tasks cause distractions throughout the day
 - Productive tasks yield productivity throughout the day
- I understand the importance of prioritizing my daily tasks.
- I understand both practices of prioritizing difficult tasks:
 - Eat that frog – or tackle the most difficult task first
 - Take it easy – complete 2-3 simple tasks so you can cross them off your list and feel accomplished
- I understand that lowballing my prices damages my business reputation and income.
- I understand that my expertise and my time are both valuable and should be reflected in my pricing.

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- I understand that people will place more value on my skills if I set my prices higher.
- I understand that people who ask for lowball pricing are often more needy and require more attention.
- I understand that people who agree to paying my fair worth are ready to make an investment in themselves and are willing to do the work.
- I understand that anyone not willing to pay my fees aren't the right clients for me.
- I understand that starting off with discounted prices makes it difficult to raise prices in the future.
- I understand that holding new client consulting meetings is imperative to discover if we're a good match together.
- I understand that I am in control of my clientele and calendar; I do not need to accept every person into a program simply because they are willing to pay me.
- I understand that some people's needs may be out of my skillset, in which case referring them to another coach is the right thing to do.
- I understand that copying my competitors directly is not a wise business choice and can lead to copyright infringement.
- I understand that my audience will be attracted by my authentic self.
- I understand that a joint venture project with one of my competitors can lead to a prosperous collaboration that benefits us both.
- I understand that competition is a good thing.
- I understand that doing everything by myself will lead to burnout.

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- I understand that hiring a virtual assistant is a reasonable option so I can focus on money tasks.
- I understand that I physically cannot do everything for my business nor am I good at doing everything.
- I understand the theories of Zone of Genius and Zone of Excellence from the book, The Big Leap.
- I understand that my income will increase when I embrace that Zone of Genius.
- I understand that to hire a virtual assistant, I need to create an interview process.
- I understand that I need to have an outsourcing plan so I know exactly what I want from a virtual assistant.
- I understand that working around the clock is not healthy and will lead to burnout.
- I understand that self-care routines, exercise routines, and healthy eating will all help my brain and body recover from working too hard.
- I understand the importance of setting business hours and boundaries with my clients.
- I understand the importance of getting my office organized and scheduling my time wisely.
- I understand that unplugged vacations – or long weekend staycations – can help me relax and reconnect with my loved ones.