

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

**IDEA GENERATOR**

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## Table of Contents

|   |          |
|---|----------|
| <b>Introduction.....</b>                                | <b>3</b> |
| Communicate with Your Email List.....                   | 3        |
| Take Mental Health Days .....                           | 3        |
| Be Healthy .....  | 4        |
| Healthy Habits .....                                    | 4        |
| Step Out of Your Comfort Zone.....                      | 5        |
| Wake Up 20-Minutes Earlier .....                        | 5        |
| Go to Bed Earlier .....                                 | 6        |
| Reduce Stress with Health and Nature .....              | 6        |
| Publish a Book .....                                    | 7        |
| Create a Vision Board .....                             | 7        |
| Create a Mind Map .....                                 | 8        |
| Listen to Inspirational Podcasts.....                   | 8        |
| Get an Accountability Partner .....                     | 8        |
| Don't Be Shy – Promote Yourself.....                    | 9        |
| Don't Complain on Social Media .....                    | 9        |
| Request Testimonials, Referrals and Introductions ..... | 10       |
| Deliver What You Promise.....                           | 11       |
| Avoid Blaming Others .....                              | 11       |
| Unplug for the Weekend .....                            | 12       |
| Conclusion .....  | 12       |

## Introduction

The 7 Landmines businesses may encounter has been covered in the Textbook in this profit planner. This Idea Generator will give you ideas to review and implement. Don't jump in and try them all at the same time – that's overwhelming. Instead, select a couple that resonate with you to execute. Add others to help you develop ways to grow your business and take care of yourself with new, efficient habits.

## Communicate with Your Email List

It's important that you connect and engage with your subscribers consistently. Once they provide you with their email, they are saying they are interested you and your business.

Your email list is your business's lifeline for making sales and growing your business. The list may include people who have purchased from you or prospects. Either way, you need to communicate with them.

Create an editorial calendar and plan to email your list at least once per week. Your prospects need to get used to your name in their inbox. As you build a relationship with them, they will be ready to purchase your offers.

## Take Mental Health Days

Mental health is the most important thing. It's common for entrepreneurs to focus and throw themselves in their businesses without noticing they are on the verge of burnout. They desire success so much, that they forget to take care of themselves. You may experience stress showing up as fatigue,

headaches, illness, and other physical symptoms show up in your body trying to get your attention that you need to take a break.

You need to take care of yourself. How can your business succeed if you are stressed out because of health problems? It's important to take time away from the office. Taking little breaks in each day is important. Whether it's yoga, a walk outside, or sitting on your porch sipping a cup of tea, your body and mind need breaks. Taking care of yourself will ultimately benefit your business. The state of your mind is vital! Take care of it.

## Be Healthy

Just as with your mental health, your body needs to be taken care of as well. Many entrepreneurs will spend hours and hours at their computers without getting up and moving around. This can bring on serious illness or physical problems.

Make a plan to improve your overall health by adding small things into your day. Drink plenty of water. Avoid coffee, juice, soda, and anything high in sugar and calories. Schedule time on your calendar to plan walks, yoga, stretches, or pushups and sit ups. It's important to keep your body moving.

While determined to make positive habits for your mental and physical health, take a look at what you eat. You can find healthy recipes and meal plans online. Choose recipes that you will use and make sure you have plenty of healthy snacks close by.

## Healthy Habits

Everyone has bad habits, from nail biting to watching too much TV. Do you have any habits that negatively affect your business? Now is the time to

analyze what's going on with your business. Knowing the bad habits in your business is the first step. Make small changes to create a positive habit to exchange with a bad habit.

I recommend the book, 'Atomic habits.' It teaches how to create new habits in as little as a few minutes each day. The theory is that making those changes consistently have a powerful impact. Over time, you won't have to 'think' or make the effort to do the change. It will eventually become a natural response.

## Step Out of Your Comfort Zone

The definition of insanity is, 'doing the same thing over and over expecting different results.' Your comfort zone is where you feel safe. If you are somewhat satisfied with your business, you may not have the desire to try something new. You are satisfied without taking risks because the unknown can be scary.

Are you achieving your business growth in your comfort zone? Are you selling enough products and programs? Is your client list satisfying? If you answered 'no' to any of these, then you need to try new things and step out of your comfort zone.

What does that mean? Perhaps you need a new marketing strategy. Perhaps you need to re-engage with your email list and social media followers. Have you considered reaching out for potential JV relationships? You may need to try a variety of things to learn what is best for your business and customers. Just stretch yourself a little and watch what happens.

## Wake Up 20-Minutes Earlier

The idea about waking up 20 minutes earlier isn't to have you rushing into your office and jump straight into your day. It's meant to make your morning routine less chaotic. Instead of hitting the snooze button, consider how much you can improve your day.

Your goal with this is to create productive habits, such as doing a simple exercise, making coffee, eat a healthy breakfast, journaling or read a personal development or spiritual material. Taking a shower before you begin your day is another benefit of waking up earlier.

## Go to Bed Earlier

On the other hand, how much better would you feel in the morning if you got a solid 8-hours of sleep? Experts believe that adults need 7 – 8 hours or peaceful, uninterrupted sleep every night.

Think about why you are going to be so late? Watching TV, playing video games, or catching up on work? You can do those things, however, do them earlier so you can get enough sleep.

Do you tend to wake up in the middle of the night? Try a natural sleep-aid such as melatonin and keep all electronics out of your bedroom. The blue light from those devices affects your sleep pattern, making you tired in the morning. By the way, turn your phone off or silence it so you won't be interrupted by notifications dinging your phone, interrupting your sleep cycle.

## Reduce Stress with Health and Nature

Did you know that when you experience stress in your body, the best way to address it is through moving? Sitting and worrying makes it worse, sending your brain into overdrive and thinking about worst case scenarios.

Many intuitive leaders believe that being outside helps you remain grounded, which aids alleviating worry and stress. The best way to eliminate stress is a combination of health and nature. Have fun. Enjoy your time surrounded by the beauty and sounds of nature. It will take your mind off of problems and stress.

Have you heard of [goat yoga](#)? Yes, it is a real thing! People bring their yoga mats at a farm and are surrounded by goats. It's a combination of yoga and animal therapy.

Another yoga experience is [paddleboard yoga](#). It involves a special paddle board to use on the water. It brings you balance and calm from the water, as yoga does.

## Publish a Book

The title of 'Published Author' brings trust and expert status in your niche. There are so many opportunities for authors to get their book seen. Never before has it been easier and financially possible to publish a book.

The attention you gain as an author can attract new clients and business through media sources. You'll be seen by more people in a shorter time frame.

## Create a Vision Board

You must establish goals for your business, otherwise you just spin your wheels and hope people will find you. What type of lifestyle do you desire? Where do you want to be in 5 years? Where do you want to live? What do you need to reach milestones toward achieving your goals?

Visuals have a great impact for people. Gather images and photos to place on your vision board. Place your vision board where you will see it and be motivated to reach your goals. Knowing your goals and what you want will motivate you to work harder to achieve them.

## Create a Mind Map

Mind maps are great for people who like visuals. It's a more organized structure than a vision board. Instead of images as with a vision board, bubbles or other shapes contain your goals with specific steps or ideas, with specific milestones to keep you on track.

There is no right or wrong when it comes to vision boards versus mind maps. Mind maps work well for having specific steps with actions and deadlines, while vision boards are generalized. Choose the one that inspires you the most.

## Listen to Inspirational Podcasts

If your day is already packed, downloading inspirational or motivational podcasts to listen to while at the gym, driving, or taking a walk. Podcasts are portable and come in a variety of topics. Ask friends to recommend what they enjoy listening to. There are endless podcasts online to choose from.

## Get an Accountability Partner

It's good to have someone you trust to bounce your business ideas with, as well as to help you stay on track with your business goals. They are the voice of reason and have your best interest at heart. Many people have accountability partners to hold their feet to the fire.

A good partner will touch base with you to make sure you execute what you said you would week after week. They'll listen to you and call you out when you miss deadlines and won't let you make excuses about it.

## Don't Be Shy – Promote Yourself

For many people, it's appealing to hide behind their computer, work on something and make a couple of social media posts and call it a day. If you aren't putting yourself out there and not engage with your followers and audience, your business growth is stunted.

There are plenty of social media management apps to choose from, however you need to be a presence on your platforms spontaneously too. Let your audience 'see' you and get to know you better. Always be sure to see if there are new friend requests, 'likes,' and comments to respond to in a timely manner.

If you are challenged with getting side-tracked on social media for hours on end, set a timer for a certain length of time so you can switch your focus where your business needs you.

Have fun with this! Run contests, create a Facebook 'live' on the fly, or whatever other ideas you can think of doing. Be social and promote yourself.

## Don't Complain on Social Media

Whether you are posting on your personal social media page or your business page, beware of what you post. If you are having personal issues or dealing with a family member, airing it online is never a good idea. Even more

important that that is to NEVER complain about a client and business where the whole world can see!

Your online behavior is viewable to your clients, prospects, and family. You must protect your reputation and name above all else. For example, if you have a prospect following you and you write about a horrible client, that prospect will likely unfollow you and cost you business. Although you do not mention the client by name, it's still off putting to read.

If you are frustrated with a client, share it with your accountability partner, not your social media followers. It's never appropriate and even if you have second thoughts about posting it and delete the post, how many people may have seen it before you deleted it? Don't do anything online that will tarnish your reputation. It's never worth it in the long run.

## Request Testimonials, Referrals and Introductions

Consider this. Before you make an online purchase, do you look at reviews and ratings first? Most people do that to avoid any scams or other issues. You want to know that the purchase is what is promised and that it works.

Testimonials serve that function. When people come to your website to hire or purchase from you, seeing what other people achieved when they bought your product or services. It's social proof that helps the potential buyer to make that purchase. Students of your programs share what they experienced working with you and how their life or business benefited from your program.

Referrals are a form of testimonial, except they are not displayed online. You provide the names and contact information for the prospect to get in touch with directly.

Introductions are when you want to meet a particular person in your niche, and you know someone in your community who knows that person. They will arrange an introduction, which quickens potential JV, interviews, and other business deals.

## Deliver What You Promise

We've touched on the importance of protecting your online reputation. Part of building a solid, trustworthy appearance is to always deliver what you promise, on time. Be clear on what you'll deliver and what the buyer can expect from you.

If you aren't sure about meeting their expectations, overdeliver, whether being earlier than expected, or add something extra. Deliver enough so your customers tell others about you.

## Avoid Blaming Others

Today more than ever, it's important for people to take responsibility for their actions instead of pointing the finger at someone else. Instead of making excuses for why your business is not doing well, stop and take responsibility for any shortcomings you experience. You are in control for the success, or failure, of your business.

Analyze, regroup, learn from your mistakes, and make different decisions. Test new marketing ideas, create a new program, and track the responses. You may be surprised at how new people respond and that could be what gets you excited about your business again.

## Unplug for the Weekend

Think about it. When was the last time you completely unplugged for the weekend? That means not checking your phone or tablet for email or notifications about social media activity.

You can begin unplugging in baby steps. At the end of the workday, or after business hours, turn the computer and phone off. Be present with your family and friends. Enjoy your hobbies or pick up a new one. Go on a picnic with your family.

Do anything other than work. You will be less stressed and able to respond to work situations in the morning. You'll be energized and have a fresh mind to tackle anything work-related after having a break.

## Conclusion

When it comes to your business, there's freedom in going into new directions. You are in charge. Try some of these ideas and see how they impact your business. Always track and determine your next steps based on data. Take care of yourself because a healthy, happy person makes better decisions and are willing to take some risks to grow their business.