

Morning, everybody. How are you? It's a great day. If you don't look outside and you can't see the snow. I'm happy to be here. So why don't we get started. My husband pointed out today that this was the third year in a row where winter began on the first week of November. That's not a stat I want to know about, I don't know how about anybody else? So I'm Patricia Dent. People mostly know me, I think, but we may have a few new people. So my name is Patricia Dent. I am the Business Mentor and CEO of Ask For Directions Business Training. And it's a, I guess the child company, if there is a thing such as a child company of the original company Grow Vantage. Now Grow Vantage, just in case you aren't aware is an in-person training program and it's coming back.

I have every confidence, but it probably won't be back until the fall of 2022, because while you know, we don't have to rehash that [pandemic], but I also want to want to say that we've taken the opportunity in the last couple of years of looking at the process of learning, how to run a business. And we've been revamping, rerecording, getting even more instructors together so that we could present the very best material to you.

But that's not what today is about. Today is about building your business foundations. Now, if you were with us last week, we had a challenge that was on Facebook, and we really had an opportunity to go through some of the things that you would think about as you were starting a business. Not everybody does think about those things and it really makes a difference.

So this way we are able to go a little further than that. We're going to talk about business foundations. But first of all, I want to kind of set the stage, partly why I started my own business and why you might be thinking of it. So we're going to talk first about fears and dreams. And then we're going to look at the basic idea, positioning that you're going to take. We're going to expand even more on Friday and on Sunday by talking about things like risk and how to avoid it, because that's one of the most, I guess, prevalent ideas that people have when they're trying to decide whether they're going to start a business or not, or whether they're going to continue in a business. Let's face it, this has been one of the most difficult two years. A lot of fallout has happened because of the pandemic. I don't even want to say the P word.

We've had to get creative. We've also had some benefit. And I think it's really important to realize that when you are forced to have a look at what you're doing and the way you're conducting your business, the way you're thinking about your life, you know, you might make some different, different choices. So for example, my daughter and her husband and our granddaughter moved all the way across the country because they were chasing a dream that they wanted. Dreams are important, but sometimes there are fears that go along with that dream. So they conflict. They absolutely do. You want something with one hand, you're afraid of it with another. That's totally human. Okay. So today we're going to talk about what motivates you, what you dream about, and then we'll talk about the other parts where you can remove or reduce the fears where you can increase your capability. We're going to talk about what's possible. So I think I'm a lot like you, maybe you don't think so because I've already had a business and maybe that looks a little different, but I started my career not being clear about what I wanted to become and because I married young quickly followed by two amazing children, two daughters, I wasn't sure what I wanted to be when I grew up. Now, that sounds silly. I actually debated I'm 30. Can I call

myself a woman now? I wasn't actually sure, because I didn't feel like I had gotten through all of the, I guess the, the stages that people think about when they become adults. I wasn't sure what I wanted to be when I grew up. And actually I remember sitting down and saying, well, maybe I can have a third child. I know how to do that. And so maybe I should do that. I didn't do that. What is the cost of raising a child?

Probably a good idea. And I had two wonderful children. It's just that, that's what I knew how to do at that time. The thing was I had to go to work. My then husband didn't make enough money to support our family, not on his own. So I worked part-time in retail. I found a part-time job at the "Y"...YMCA, for those of you who, who don't know the common acronym. And while I eventually found out what I was good at, it was really by accident. I didn't have a clue what it was, what it was like to grow up and what I wanted to be. Now, the flip side of this, and I've, I've heard this too. This is a common story.

It's also a situation that's familiar to me. Maybe it is to you too. You decide while you're in high school, that you have to get something, you have to do something. Either you go to school more or you, you know, you go get a job. Sometimes you define a career. You have to do something, right, but you may not be in love with that idea.

I remember one of my nephews said, I have no idea what to present at school. It was in his second last year of high school. And they had to make a presentation on what they were going to do after high school. And so I actually said to him, I don't know whether this is good advice, but what do you love to do?

Does that sound familiar? I say that a lot. And he liked the outdoors. And I said, why don't you look at outdoor careers? He really didn't know what he wanted to do. Sometimes you're not in love with the idea. Sometimes it's your parents saying you should be fill in the blank and they encourage you to do it because they want you to be, you know, financially settled, or whatever their reason is. Doing the safe thing is what we're often raised to do. Right? I know lots of people, the people I just described, except maybe my sister who wanted to be a veterinarian from the time she was very little and is a veterinarian to this day. Okay. How did I get to my own business as a business coach and a mentor?

It was a long path to what I love to do. So that's why I often say to people, look at what you love. What do you, what do you really like doing? What do people ask you about? What is it that they always come to you and say, you do such a good job at this. And the things that you'd rather do than work.

That's a good indicator. So let's talk about turning dreams into reality. And I really hope that it took a shorter path for you in time than I had. So in the 35 years after I decided I had to have a job, I learned a lot by working in different start-ups, different institutions and large corporations. I actually had four careers. I started off in admin because it seemed like a thing I could do.

And I remember learning to type on my mother's dining room table as a, in my late teens, because maybe it was going to be useful. And of course, nowadays kids learn to type very early, which is useful because we all do. But at that time again, wasn't sure I was climbing eventually, eventually climbing the corporate ladder. Do you remember that ladder?

Well, at the time as a woman, I couldn't climb too many runs. Think about 30 years ago. When I climbed the rungs, I hit my head on the glass ceiling. Maybe it's better now. I hope it is, but not always in a corporation. Why does this matter? Well, because when you think about 35 years of working, I only had two bosses, I really liked and admired. I mean, have you ever found yourself working for someone who knows less about the job than you do? Or have you ever been passed over despite your experience? It can be heartbreaking. And did you ever wish your work was more important? Well, I had so many bosses and jobs that weren't a fit and that I really didn't like, but I had to feed my family. And especially when I became a single mom, in fact, at that time I worked two jobs to make ends meet. For example, I worked for the president of a large telecom company during the day. I've actually worked for both of the major ones who shall remain nameless. And then I worked in a restaurant. I was a bartender.

Sometimes I waited tables four nights a week, and most weekends. Why? Restaurant tips fed us. And there was a reason when I split from my ex. I had custody of our house, so to speak after all the payouts. And I wanted to keep that. I felt that if I ever let go, talk about fear and risk, that I wouldn't necessarily get back into the market.

But anyway, back to my story, I had two great bosses and one amazing project I loved at the Toronto Stock Exchange. Two bosses, 35 years, huh. A new VP had arrived at the stock exchange. And within a few months, he singled me out to lead the TSX broadcast and Conference Centre project. We had a visitor centre and a conference centre, but we wanted to rebuild it. And we wanted a new state-of-the-art \$3.2 million destination, where five television companies could broadcast daily, where we hosted visitors to the exchange and where companies held major events throughout the year. Our team was small but tight and they were talented. I had so much fun. We rebuilt the facility in six months, moved all the media back in and started figuring out how to grow revenue.

We almost tripled our revenue in two and a half years, and we were working towards developing our own TV station. I was having fun. Then one day I was told that my boss was going to promote me to be the Director of Branding for the stock exchange. Oh my God. That's so cool. Was my reaction inside my head. I was excited.

I really wanted that position. Not only would it have made a huge difference to our family, but it would have been so cool....the things I could do. But then our CEO left and a new CEO arrived. What did they first do? They froze all the planned changes. And then they started cutting budgets. Does this sound familiar to you?

I've seen it a few times and it happened to me. When my boss called me to his office to tell me he couldn't give me the title or the position, I was incredibly disappointed. I tried to cover it a little bit. I asked him instead of the director of brand development, could, could he call me the goddess of the broadcast centre? Well, he told me to leave. Okay. When he called me to his office a few weeks later to tell me he couldn't tolerate staying in the new regime, I was devastated. Then the cutting began and I was packaged out.

This was the first part of being self-employed because it was exactly at that point that I swore I would never, again, put so much blood, sweat, and tears into a project that could be ended in a nanosecond. And the thing was, we were so successful. I didn't get it. Turned out, he was selling one of the facilities, not the broadcast centre, but the conference centre. And so he started disassembling it. Now, I thought at the time, since I knew my way around corporate, that I could work as a consultant, not an employee anymore. You know, I could work for a little while on a specific project and then I could move on. Can you imagine what the problem is with that? Kind of think about it for a second. I'm just going to take a sip of coffee here. Coffee is important. It's an important part of being an entrepreneur, by the way.

If you are saying to yourself, well, the problem is that they're the same people. You may have shortened your work time. You may be working on projects and they may have a beginning and end, but I was still working for the same bosses, the same situation, the same politics, the same kind of people, so that wasn't going to sustain me.

I had remarried and my family decided we would move to the Barrie area where I am now and be part of a community that wasn't part of the rat race. But as a consultant, that meant commuting. So I did commute every day. The double whammy, the same people, it now took me over two hours on occasion to get to in the morning and the same to get home.

After about a year of that, I realized, well, I loved where we lived. It's important to love where you live too. Right? I hated commuting almost four hours a day. I would do anything for my family. Only. I didn't get to see them. The night I had a computer problem and I had to get a file into a printer by 3:00 AM.

Yes, 3:00 AM, that was the deadline. I had to sleep under my desk because there were no trains, no buses to come home. And of course I didn't drive down to Toronto because it was a long way. And it was expensive. Even if I had my husband drive down to get me, I'd have to turn right around and go back because of the time it took me to get to work.

So I swore I was going to work where I wanted. And when I wanted, I was going to start a coaching business. And I did after certifying for coaching credentials. So what was wrong with this picture? Let's just review for a second. Am I like you a little? Working for other people who don't always respect me. In fact, let's just put out some notes that I've made on this wonderful subject.

And we're talking about when dream doesn't work, aren't we? That's sort of like me. I really felt frustrated. I wasn't doing the work that I wanted. I wasn't working with people I wanted to work with. I had all kinds of politics to worry about. I wasn't always respected. There were a lot of things that went wrong with this whole thing.

And so what I did was I wandered around in the corporate wilderness for awhile. Did you do that? Maybe you took a simple job. I know somebody who just wants to leave the complexity behind and work for something simple. So what happens when the dream doesn't work out, you are working without a purpose, which we're going to talk about in a minute.

Maybe you're at the pay grade limit. Do you know the infamous pay grades? Anybody who's had a team is familiar with them. That means that your job is classified in a section. And that section becomes worth "X" amount of dollars to your leaders. Okay. And it's kind of defined with all kinds of, you know, levels of, of abilities and skills. But at some point you get to the top of the pay grade. Then if you don't get a promotion, that's where you stay. That's a little frustrating, don't you think?

Wouldn't you like to be able to earn what you wanted? What about a career that comes to a dead end? Has anybody ever experienced that? Do you want to live where you want? What if you're in the country, like I am? I mean, I'm not too far outside of the city, but what a difference. I'm looking outside my office right now. Forget about the snow, but I can see trees and I can see some leaves still. I see nature all around me. That is inspiring to me. Well, what happens when your family comes second or maybe last one of the things that happened after we moved here was that my mother was diagnosed with dementia. And of course she lived in Toronto and didn't want to live with us to be absolutely honest. She wanted to be independent because she had been married to somebody who was a bit controlling and wanted her own space, but it wasn't safe. For a couple of years, we tried to keep an eye on her.

We put her on a list, but that really was awful having to work so many hours. I can remember when she called me once that she had to go to Emerg, she thought maybe she wasn't sure, but she was having pain. And I'm thinking, oh mother. And I was able to go down because I had my car there for some strange reason, but I was able to go immediately to her. But that immediately within Toronto took almost an hour. So family coming second or last is not cool.

What if you want to work when and where you want, can you go to your boss? Maybe you have a little more flexibility these days because we've had to work from home. But to say, yeah, I'm not... I really want to work where I want to work. Doesn't always work. People are now getting called back to work. So then there's more, I had no control over the direction that the firm was going to decide to partake. And of course they thought they were doing something in their best interest. I thought it was frankly (can we say the "S" word?) Stupid. Sorry.

What if you burn out because you're working so hard. Are you working for somebody else? And you're working harder than you even would for yourself? If you had a choice, if you were able to step back and say, wow... What if you're investing in somebody else's vision? Oops. I think that should have gone up a little further.

What if you're laid off and there's the, there's the missing one? It's a little slow today. It probably doesn't have its coffee... living where you want. So what happens then? It used to be considered "safe" to be an employee. So we traded our financial safety for freedom. Okay. So maybe we have done that. What does that mean? Let's talk about how we start thinking about doing something different.

And we've done a little bit of this in the challenge and the challenge is on Facebook. So you can kind of catch up if you want. But I think it's important. This is my personal philosophy to do work that matters, not work that doesn't matter. Because really it's not very fulfilling. I don't want to work for people who

don't respect me. I respect myself a lot as boss, I give myself a pat on the back. Sometimes I criticize myself, but I can take it.

And the family, you know, putting them second. What about if you have kids or aging relatives; and investing in somebody's vision or work that you grow to love when you have the rug pulled out from underneath you, then what do you do?

What if you can't have that promotion? What if you can't have that raise? The cost of living is going up. So now what? Right? Or you don't like the leader who comes in. That might've been me too.

So burnout, getting to the top of your pay grade, being restricted because you don't want to commute forever, so you work and live in the same sort of area, and then maybe you get laid off.

Okay. So those are the trade-offs. Do you want this kind of job? Do you want a different kind of life? When we consider whether employment is safer than being your own boss, there are some actual concerns there, absolutely. Has your family expressed fear, you know, that you want to have your own business?

But wow, it's going to take some effort. Yeah. Well, and it might not return money right away. Yeah, may be not. Usually, if you don't get any help to do this, it takes two years or so. But after 35 years of doing work, that didn't feed my soul just so I could live on a pension and watch inflation kind of eat into it, doesn't seem like an aspiration to me. So you could resign yourself to working for others. Maybe you could resign yourself for working with them temporarily while you build something else.

I'd like to ask you how things might be different, if you were to start your own business. Or if you've already started, the difference it could make, if you were confident about all of the next steps... Instead of feeling confused, afraid of failing, frustrated, that you're stressed, you're not working with the right people and you're not moving anywhere. You might feel that you have a calling and that you can build a successful vision. I have a particular view of what you can build in a business, and I don't make any bones about how I feel. And we'll talk about that positioning in a sec.

So what if you could build a business and a life that you decided for yourself? Sounds wonderful. That's the opportunity we're going to talk about today. And then in the next few webinars, we're going to talk about how to reinforce it so that the step you take, isn't going to end up with your foundations crumbling, because that is going to be a concern.

It's a concern we can do something about. So let's start with your purpose. Now we talked about that in the challenge and the reason I'm raising it again is it's really important to have a purpose. We talked about it at high level in the challenge. So why is it important? Let's think about it instead of only, that's a funny way to put it only satisfying your soul.

Only having you do something that matters and is meaningful to you. There's a marketing advantage to it too. And because my background is marketing, I wanted to go through this part of it. Let's take a simple example. Marketing is positioning yourself in a certain way. Your purpose is part of that positioning. So let's think about cowboy movies. Cause everybody, when I was little, wanted to grow up

to be a cowboy. That was so cool. You know, the “good guys” with the white hats and the “bad guys” with the black hats. Pretty simple. In fact, if you look at the old movies, you'll see the, you know, these folks are really very straight and narrow, “good guys”, “bad guys”.

The thing is, if people can identify you and what you do, as not a white hat or a black hat, because now that's all associated with cyber security, but it's a way of having people get to know you. They'll either identify with you or they won't. Okay. I often get asked, aren't you leaving out potential clients?

No. Only potential bad clients. What I mean is that bad clients are the people who you really shouldn't be working with. And when we start a business, we often want to work with everybody because we're afraid of not making any money. Everybody's guilty of that, but it's something you need to really resist doing because you're not really leaving out potential clients. You're leaving out potential headaches.

If you set your stake in the ground and say, I work with these people. One of my colleagues last night, who I was helping with a little video editing, made it very clear: the people that he works with. And you know what? I just have to give him kudos because that's not always the way people start off. And it's very clear to him, the people he loves to work with. Great. That's just amazing.

Find the clients you love to work with and figure out your purpose. So your purpose isn't to deliver your service. I want to be clear on that one. The purpose is to have an impact on your client. Does that make sense? So I'll give you an example. My purpose is not to train. My purpose is not to coach. I do both. That's the thing I do. That's the vehicle I use.

My purpose is to have an impact on the world and help people bring their gifts to the people that they want to serve. I don't care who you are. There are things you are passionate about, and there are gifts that you have to bring to the world.

So that's my purpose. And if you look at that for a minute, you'll think about, okay, it's not the stuff I do. The stuff I do is just the way I do it. So what do you want to help your clients with? If you're in fitness, you don't want your purpose to be to teach them exercises or perhaps nutrition, or as my colleague last night was doing, yoga.

Or you don't want to teach them, or give them the advice that will help them do something specific. That's not the thing. It's, it's an indication of where you want to go, but it's the impact that you want to have. And you know, it's interesting because the coaching business has, has changed in the last few years.

The ICF coaching Federation that I'm part of has, has a gold standard for values and also for methodology. They're important, but it's not about us. It's about our clients. So what impact do you want to have on them? And while you're doing that, what do you most enjoy doing? What kind of activity do you love to do and what motivates you?

And for those of you who might be here, who are hearing this the second time, you know what? We learn with repetition... I hate to tell you. I'm not going to repeat this in the next couple of webinars, but I

want you to be aware. When I was changing to my fourth career. Yes, I had four careers. I started in administration and went to communications and then I went to marketing.

But my final choice was the choice that I love. I actually like marketing. It's fun to me to work out puzzles, and what's the strategy that you can use. That's kind of one of the things I also bring to my teaching, but I chose coaching so that I could help people find and build their dreams. My motivation was so clear. I was done working with people who had no bearing on my life. I was done doing meaningless work, especially when I had no effective control over my projects, my team or my future.

So I decided to become a coach. Now, the coaching was the thing I did, but the impact on their lives was what was important. And I took a page from the founder of Grow Vantage. Her name for those of you who are local is Donna Douglas. She's not as active as she was. She's received lots of awards. She created this unique approach... because why? Well, she was working actually in a government contract. But when she was doing that, she noticed that 80% of the entrepreneurs she came across failed. They had to close their business by their second year. That is heartbreaking. It has such a negative effect.

So risk is real, but she went ahead and built something to reduce risk. And her motivation was very clear to help people thrive in their business, not fail. So what is it that you want to do for your clients? What do they get? Will they be more confident in what they're doing? Could they be healthier, more resilient? Could they understand their capabilities more?

I'm thinking about career coaching. I'm thinking about small business development. Could they make better choices that affect their lives? How do you get to know your market? That's the second topic I want to talk about.

So this is something that you can do well ahead of even quitting a job and starting a business. And no matter what you have to do this, you have to allow people to get to know you. So you, you identify your purpose. You identify your values and what's important to you so that people can resonate with you. But find your market, identify and narrow your niche - it's important. And we'll talk about that. We spend quite a bit of time on this, actually, because it's so critical to identify the people that you really want to work with.

But I went through an interesting experience when I was looking to find a local market. When we moved from the Toronto area to Barrie, nobody knew me. And that was unusual for me, but also they were a little bit protective, I guess. It's a small community, it behaves like a small town. Anybody been raised in a small town? Do you know that feeling?

You kind of have to prove yourself. So let's look at what I did to help. If you're in a local market, you're going to have to get people to know you. How would you do that? Have you got any ideas? There's a reason that you want to do this. You want to have a community of entrepreneurs. And in our area, we actually have a pretty good one, not in every area. But you want more entrepreneurs to lean on because they can give you support just as you can give them support. We don't always get a lot of support, even from our families who may not understand what we're doing. You know, they may not get it, but when you're in a community, you have to penetrate that community, for sure. You want their support. You

want the reinforcement. You want ideas! When you have a good community, which is what has been important in my business, sustaining community, you know, that's a really great idea factory. It is! So there was one thing that I had to do. I had to get to know people.

And so that's good because getting to know your clients really helps your business develop and your marketing. So I booked 225 pro bono teaching or coaching sessions with some local entrepreneurs so that I could learn about them and what their needs were. And they could get to know me. I became very well known in the, in the community. So within about five years, I was the president of the Barrie Chamber of Commerce. And that's because I was more known. And that was through networking and connecting with people and doing things that you do with within a local environment. I can't always do that for virtual business, but this is something that you really need to get to, to do, to get to know your local people.

So what is the, you know, what is the most successful way to do that? It has been difficult in the pandemic. I will give you that. It really has, because we haven't done a lot of in-person networking. And we're used to that. Just like our business has been transformed. We need to transform marketing and networking. So how would you do what I did?

Well, you can still connect with the local chamber of commerce because those are businesses. And that's a business organization. Often cities have organizations; they do have some, some training, sometimes, there are associations. We're lucky in Barrie to have The Sandbox, because it was built for business owners, really. So find the resources in your local area and get to know them.

It depends on what your market is, but you might look at different ways to do that. I'll give you an example. If you are going to talk about health and wellness, as an example, I used that before, and you have children who are in that, that time of life, where they're going to activities, getting to know the other parents, instead of just sitting around doing nothing is a kind of cool idea. So don't, you might not be targeting children, but their parents may be interested and you can form relationships. Relationship first, always. Okay. That's really, really important. So networking is huge. Now, if you are virtual, that gets to be a little more difficult, but we've become so used to Zoom. Here am I on Zoom? Right? I wanted to be accessible to a number of people. So here am I on Zoom.

What else can you do? The chamber of commerce where we are, have virtual meetings. That's a good way to start. Sometimes they're free. So start there. What about your hobbies? What about like-minded people that, where you might find them or do you belong to a service club? Do you belong to an interest club? Whatever it is, book club, anything, can you connect to those people? Start there and people will have mixed feelings about this but being on social is a good way to get your name out. If you find the right groups and sometimes private groups, you know, are good. Sometimes they're not, it depends. Try them out. I have a Facebook group called Start-up and Grow Your Business. And it's for people kind of, you know, wanting the community of being an entrepreneur and there's training, and there's different things that go on in there. And we share, and we're going to be doing more with that group in the future.

So those are a couple of the things that you want to figure out early, because I'll tell you something - the

third one, before we leave it for today, the third one is **content**. If you're not developing content, how are people getting out there and seeing you so social again? Where are your clients? Don't do the social thing where your clients are not hanging out.

We can talk about that more. Use different social that you might not realize. So for example, you need a website. I hate to say it. Many people think they can get away with only social. They can't. You know why? Have you noticed the algorithm changes, have you noticed the instability lately? It's a bit of a puzzle right now.

Also you could lose your followers if they shut down a site for whatever transgression. And I've heard some doozies, which I won't go into here, but you could actually lose your client contacts. So what you want to do is encourage people to get on your email list so that you can send them information. You also want to consider blogging because blogging is still one of the highest SEO generators out there.

And it's going to take you awhile to have people recognize your site. You should get a Google My Business account. That's a no-brainer because it's a place for getting you on the map, so to speak. So that's important. The other thing is when you considering social, yes, the first rule is only where your clients hang out. Because once you define your clients do not waste your time with, with everything. But test it. One of the things I'm about to test with Conny Lee, who is my virtual assistant is Pinterest. We're going to look at that. Why are we looking at Pinterest, you might ask? What does that got to do with business coaching? Well, turns out that there are lots of different businesses and maybe they're on Pinterest, but more importantly, Pinterest is a Google search engine. That is critical. You need to have a, you need to have a presence on Google. And if you're asking why I'd like you to think about what you do when you have a problem.

When you don't know how to do something, what is the thing you do? You could ask your mother, you could ask a neighbour. You could. Chances are, you're going to Google it first. It's got so much activity and it's so streamlined. So we're going to talk about keywords, but right now, get your online presence established and start producing content. And if you say, well, you know, I don't know if I can do the content, start with bullet points. Don't plagiarize anything, but start with bullet points, repurpose an article, give credit. There's a number of ways that you can do this and it will help get you found. And that's really important. Now we've talked about getting content, finding networking. We've talked about finding your purpose. Those are some of the elements that you really have to do when you're building your business foundation.

And there are things you can do, whether you've quit or not. And if you have quit your job and you haven't started, my friends start now. The best time to start was, you know, two years ago, but now is the second best as the saying goes, okay. So now you're starting to think about the aspects of your foundation. I think we've talked about some of the motivation that you may not want to continue to have.

After all, nobody wants to live their lives, being mad or frustrated with where they're working. The only

problem is, how do you build (your business) specifically? You hear about people starting and failing, especially during the pandemic. Why is that? Well, the pandemic is so unusual and there are lots of businesses starting to bounce back. And it certainly has made the economy unstable and new things are important.

Local businesses didn't think they had to be virtual, guess what they are. And I don't think virtual is going away. The other thing is we talked a little bit about risk. There is a risk to being in business. What if you sink your family savings in and it doesn't work? How does a business owner support themselves before the business is profitable?

What if your family is afraid or fearful of what this might mean for lifestyle and whatever? Well, the good news is there is a solution for that. Many people think that it's an accident, if somebody goes out of business, they think that they just, you know, maybe they did something wrong. The truth is it can be for a number of factors.

And usually in my experience, it's people who did not get enough guidance before they, they started the business. People who might've taken the leap really quickly without understanding. I have two kinds of people who join my program. One is the people who know that they don't know just like me when I was trying to figure out what to do with my life and people who were just rushing headlong in.

I guess that's the best way to put it. And then they lost traction. They got stuck and they were making it up. So I don't want that for you. And there are things that you can do to mitigate your risk. That is the first thing we're going to talk about on Friday at noon. And I hope you will join me then.

I'm not sure we have time for questions because unfortunately I promised that we would be under an hour and we're getting perilously close. So I'm going to leave it there, but I would encourage you. If you've got questions to email me at patricia@growvantage.com. At that I'll thank you for being here. I really appreciate this. The replay is going to be up on a specific page (<https://askfordirectionstraining.com/resources>) and I will let everybody know what that page is so that you can kind of go through it.

It probably won't be till tomorrow, but it will be a way of just checking in. So please do. And the other thing that I want to do is start getting a couple of roadmaps together for you for Friday. So thanks for joining. I really appreciate it. And we'll see you soon.