

Hi everybody. It's Patricia Dent. Welcome to day three. So if you happen to have missed what we did in day two and day one, which had some quite useful information I believe on getting your business started, We're right now on our third day, we're very excited because we're getting close to starting new sessions for Ask For Directions. And if you want to get caught up, we do have a resources page that I believe is in the chat. And I think Hailey will be able to put in our Facebook group so that you can get caught up on previous webinars. And you can get all the information that you might be able to use in starting your business. It has video, it has handouts and it has a couple of links.

One is a link to set up a call with me, just a call to answer your questions. You might have some questions and I'm always happy to share that. The other one is the resource page that we've got everything going up on and today's webinar will go up sometime tonight, hopefully. So let me catch you up on what we have covered so far.

The first day we talked about why we'd want to start our own business. And I'm just going to do this really quickly, because if you see the videos, then of course you can go in depth. But the first thing is to design our own lives. I believe that we have to have a purpose and often we have callings that just aren't satisfied by being an employee.

So why would we want to start a business? To design our own lives, have the freedom to spend time with our family, perhaps our aging relatives or our children, to live where you want to live, to work at the times that makes sense for you, to have an impact on the world. At the very least to work at what you want to work at, because when you're working for somebody else, they call the shots and we have very little control. So that was the first day. The second video, we talked about the "what" of your business, transforming yourself into a business owner and some of the elements that you're going to need in the stages you're going to need. Today we're going to highlight some of the sticking points for new entrepreneurs and the kinds of things that can make a difference for you.

So I don't think we're going to be a full hour today, but certainly if you have any questions, put them in the Facebook group, or if you're on the webinar, put them into the chat or the Q&A, and let's get your questions answered because it's important.

When you're focused on your purpose, that is the most important thing for you to do, right? And so when we start a business, we are really thinking very clearly about all of the things we want to achieve, what we want to do to help other people, the transformation they're going to make. And that is the core of your business. There's absolutely nothing wrong with that, especially if you have a calling to bring information, to bring help to the world, to make their lives better.

And you may have had some experience in doing parts of this. You may have been practicing on the side. You may have helped out friends, neighbors often. That's a clue to what you should be doing. The thing that people come to you for and say, boy, if you haven't talked to Patricia or whoever about this,

then you should, because this is a great thing. For me, it's actually hot seat coaching. It's actually that working out the strategy, one-to-one. That's what people came to me for. And that's why I knew I had to do what I'm doing. Now. You may have some experience with that or a lot of experience, but you may not have experienced in the other things that have to go along with starting a business.

So theory is one thing, but practical, help and guidance is another. How do I know about some of these stumbling blocks that people find when they take their calling and they expand it into a business? Well I've been through it myself. You've heard parts of my story. I've been a single mom and had to work two jobs in order to ensure that my kids would eat.

I bought a business, which I loved. When I came across the Grow Vantage business, which is the Ask For Directions, parent. And then I developed two kinds of breast cancer, five months later. That was a little inconvenient, let me tell you, not to make light of it. Because it required a year of treatment afterwards. So when I've made some experience forward, there have been things that I've encountered that I didn't know how to do. I'd never had cancer before, but I'm clear. I'm done. I figured out how to do it and I had a lot of help. So how do I know about those stumbling blocks? Well, I've had some experience and we've all had experienced in the pandemic where we might have had to reinvent ourselves for sure I'm doing it.

I am putting in place the online course that I always intended to make, but that I hadn't really started on before the pandemic, unfortunately. It's also through 6,500, actually more than 6,500 training and coaching sessions over the last almost 11 years that I've learned to understand what entrepreneurs who are starting out really need. And that is something that results in some patterns that I've been able to see.

So what have I been hearing? There's some things like: how do I find my audience? What's the market I need, you know, and how do I get to them? How do I encourage them to come to me? The second thing: I don't like salesy people. I don't want to be a salesy person. So how can I engage people? How can I get them to work with me without being that?

And with due respect to “used car” salespeople, how can you, how can you do it without being that salesperson? (Stay tuned, we've got an answer for that). The third thing I often hear is there are so many moving parts to a business. What happens if I don't know all the things that I have to do? Well, that we're going to start first with because it's a fairly simple answer.

And the fourth thing is what happens if I get stuck? So let's talk about these roadblocks because they are very common. You are not alone if you are experiencing any of these. So if we go in order of simplicity and it doesn't sound simple, but it is, trust me... you're probably saying really? This is simple? It's because I've been through this myself.

It's because I've guided other people through that, that I know it can be a fairly simple thing to do all the details. Okay? Yes. There are a lot of details. And unfortunately, the people who don't acquaint themselves with all of the things that they need to do, particularly when it comes to taxes or finances, I mean, oooh. And I didn't add pricing as a subject a little earlier, but pricing is also an interesting roadblock for people. But when you look at the whole picture, it's going to look overwhelming. So how can you get around this? You need to get the right information from the people who actually know, not Google, even though Google is very useful and very helpful when it comes to finding quick answers.

And by the way, where your clients are going to try to search for the answer that you can provide. And we'll talk about that in a minute when we talk about marketing. But when the pandemic hit, what we did was look at the Grow Vantage program, which had about 28 classes over a period of a few months, so that you could keep working, so that you didn't have to take a hiatus and, you know, learn, and then go back to running your business. That didn't seem like a good plan. So those were all good subjects. But what we did was look at the sequencing step by step, how to figure out what you needed to do first, to make it less onerous, to do all of the right things.

You want to do the right things, because you don't want to be blindsided at the last minute by something you didn't even know you had to do. So we actually have 38 classes in our current offering. And it's everything from start at the beginning to set up to what do you do when you're thinking about exit and believe me, that sounds crazy. I have spent years in annoying new entrepreneurs with the idea that they might have to think about exit, but it's certainly something that you need to consider as you are growing your business. Not at the beginning, but as you're growing. And wow, that sounds like a lot for sure it can be. But instead of giving you a whole ocean of information, instead of doing a very short stint with information that may not be as thorough, we went through and we gave lifetime access because that is what people need.

They need to be able to take their times and digest in certain bites, apply the knowledge and then go ahead. And that's a principle that we believe in a lot. So the other thing that we found because we're always looking for new things, was a piece of software that's pretty magic because it allows you to search for keywords. So you can save a whole whack of time by just finding the actual subject that you want to read about or check in with.

It's called Searchie and it's part of our onboarding software. It's really cool. The second thing that makes people unsure is marketing. Okay? Yes, I am a marketer. Why am I saying that I've experienced this issue? Well, when I was in training to be a marketer and I worked for large companies, guess what? As a large company, you've got a bazillion dollar budget, well, not quite a bazillion dollars, but you've got a bigger budget than most start-ups have and a different audience usually. So although I was able to take my marketing expertise and amend it, I had to have that experience of being an entrepreneur before I could figure out, okay, this is good. This is not. And that's what I did.

So it has to be in my mind, a pretty individual approach. And why is that? Everybody has different skills. Everybody has different approaches. We all like some things. And we don't like others. That's the way we are. There are things we just really don't want to do and things that we do want to do, but here's the secret sauce.

Marketing depends on where to find your customers. That's why we spend a lot of time doing some research at the beginning to say, okay, where do they hang out? Because there are so many approaches that you can use from PR and media, which hardly anybody talks about, and which is mostly free to, you know, marketing on Facebook and other social media, Instagram, LinkedIn. You know, there are lots of things that you can do, but not everybody's going to want to do everything. Do you join groups? Can you find your ideal client there? What if, what if your ideal client is actually a bird watcher? Depends on what you do, of course, but maybe the characteristics of your ideal client, the one you're searching for are to be found in the people who have this kind of activity; or who joined service clubs; or who do X, Y, Z. Maybe they have children. Maybe they go to children's games to watch like soccer or basketball. And maybe that's where you can meet them. Marketing is individual. There are lots of techniques and you'll be able to read something and say, hi, I now have the secret. I'm going to apply it to my business. And then it may not work.

Why is that? Well, like anything else, it's a bit of trial and error. You've got to put it out there and see if it works, pay attention to the results and then regroup and do something else. The most important part is that it really has to suit you because you won't do something you don't want to do.

Are you into DMs? Great. What if you're not, then don't do them. But you do have to do the things that will attract or allow you to approach your customer. Find out where they hang out. So that's why we focus on doing the background work will save you time and money by finding out about your ideal customers and narrowing that group while it helps to have marketing experts on your side, for sure. It also helps to be able to fit it to yourself. That's why it's also important to have not only information but coaching. And that's the model that we've decided is important. We've seen it work. So when you have straight information, that's all very well. It's just like going to Google now, what do I do with it?

When you have a community don't neglect your community, because sometimes they've done the same things that you want to do, and they have a way around things. They have ideas. Sometimes they want to choose the same kind of customer that you do. Maybe you can collaborate in terms of referring to one another. That's a great way to build up your customer base.

And it's not icky. It really isn't. But those are the things that are buffering what you do with marketing. Now, what about sales? I could hear you say, Eeeew, I don't really like sales. Without offending the “used car” salesperson, I don't want to do that. Do you know this morning, I received a phone call. Have you ever received cold calls from who knows where? I get emails from who knows where? They don't seem to be paying attention to the, the anti-spam laws that we have, but the phone calls are the worst.

This is not something I asked for. And so when I answered the phone thinking, I'm going to maybe hear from a friend or do whatever. I've got a sales person on the line. It's a "buy my stuff," "buy my stuff," "buy my stuff," kind of approach. You've heard of that before. I'm sure you've experienced it. It has nothing to do with what clients need or want. And well, cold calling is something that people sometimes do. How you do it is important. I'm not a cold call fan. That's one of those things I don't want to do.

Others might be, but it's good to be respectful. So if you don't like being sold to you may not like the experience I had this morning. It was a guy who wouldn't stop talking and he was talking quickly as if to say, well, if I talk quickly and loudly enough, I'll get my point across. And then she'll be, you know, curious. And then she'll ask me questions. I was trying to say, I don't need a website. What they had done was they found a domain that I hadn't attached a website to. That's because one of the techniques that you can use is to obtain a series of domains and forward them to the one you're actually going to put the website on. Just a hint. And I tried to tell him "no," he was not having it. He was talking over me. This is the worst kind of example, but I know you've heard it. We all have. I told him: I train entrepreneurs. What I do is look for one of my grads for my services. I do it all the time. I feel it's only fair if I'm coaching them, if I'm training them that I look at their products and services and if I can buy from them, I will. And he still didn't listen. So I finally had to hang up. I don't like hanging up on people, but I did. Sales is kind of tough. Don't think that you have to turn yourself inside out to be a person that you're not.

We have an instructor. Her name is Karen Kessler and she's pretty brilliant. She is an NLP trained coach. She's been in business for a long time. Karen Kessler has devised an approach that I absolutely love for sales. It's not about the, you know, old fashioned kind of sales. It's about helping people. And for those of us who have a calling to help people, it really resonates. And of course you have to practice it a little bit, but it's fairly easy. I'm just going to give you the highlights right here. So the first stage is to engage and connect. If you're in business, you're going to need to do some networking, whether it's virtual or in person. We're happy to have some in-person networking come back.

And I'm really excited about that. But in the meantime, you may have to be online and virtual. So for example, I'm a past president of the local chamber. Many people know that about me. So I'm a chamber supporter, and we have chamber chats every two weeks where we have networking. I'd invite you to go to the barrie-chamber.com website and check it out because that's free. They've done a lot to help entrepreneurs during the pandemic. And I'll probably see you there because although I'm going to open the, the whole idea of, of working with me tomorrow, I'm probably going to do that at one o'clock. So I can go network as well. And maybe I'll see you there.

So first engage and connect, understand the intention that they have. They're probably not there to buy from you, but if we're open and curious, then we can exchange information. And if you're picturing success, that's a really helpful thing to do. You're also trying to engage curiosity.

What's the second thing? The second thing is finding out what their core desire is. So unlike this guy on the phone this morning, you're going to stop talking and start asking. Listen to your potential customers. You'll find out lots and it's a good way of connecting. So what if your core desire has a problem in the way. So you want to find out what is the problem that's in the way, of their core desire? The obstacles are what are stopping you.

Let's apply that to you right now. You want to start a business, you have a desire to work for yourself, to follow your calling, to help people, to have an impact, to have freedom of life, and quality of life. Okay. What is the obstacle getting in the way? And we've talked about this in the last couple of videos. It may be the risk factor, particularly from your family. You may have to figure out and we've talked about this, what are the steps you could do to lower your risk? That's really important. So the other obstacles for your potential clients, they have obstacles too. You need to find out what is stopping them from getting their core desire.

The next phase is recommendation. One of the things that Karen says is you need to ask permission to take notes and so that you can remember clearly, and you have a clear idea of what your potential client might want. And you ask if you can make a recommendation. They're usually fairly open to that. And then the last thing is action, but not the "close" per se.

You've heard that term. The action part is: how are you hoping I might be able to support you in this further? And then you wait. And that is essentially her formula, if you will. I mean, it's a great formula, a way to find out the real information from your client, what they really want, what's in their way and how you might be able to help.

And sometimes as she points out, people will say, "Well, you have a course or you have an approach, could you help me?" And you can say: "Well, I probably can"...as long as they're the right fit for you. Now, as I said, it takes practice. But when we get our participants to practice with each other, in our classes, we find that it's a lot of fun. And also it's when you've got people you trust, you can kind of get a little better at something that you are just adopting instead of trying it out on customers cold, so to speak.

Now there's two more things. I didn't mention pricing at the beginning, but we've got a money coach, whose name is, Karen Collacutt. We call them two Karen's. Karen Collacutt is pretty brilliant when it comes to managing money and together actually from the time that we were in the Grow Vantage course ourselves, I think I've mentioned to you that in 2010, I joined Grow Vantage. Well, she joined the Grow Vantage cohort after me. And so we got to know one another really well.

And it's an amazing thing when you can take experience with finance and money coaching and apply it to a pricing strategy. We feel that you have to have an idea of how much your business is going to be

able to finance your life. If it isn't financing your life, you're buying yourself a job. You'll hear that from Karen a lot.

So there are some spreadsheets, ooooh spreadsheets, not too scary. Once you are guided through the process of filling it out, that helps you figure out what kind of amount of money you have to make each hour that you're active in your business to be able to cover all your costs, because that's another way of mitigating risk, isn't it?

I can't actually do it in front of you because it is a spreadsheet, and everybody's got an individual series of costs, but it's a really helpful template to use because then you can adjust. If you want a price increase, you can look at what that is. You can make sure you handle all the taxes, all the things that you'll have to pay that sometimes we kind of forget - it slips our mind.

So that's a really helpful way to look at your pricing and it's in our setup section. If you were to join us, then that's something that you could do and get advice from Karen. Because although, you know, we believe that you should be able to tap into learning at any time through video modules, we get all of our instructors to come in, to do coaching together, which is really important. So what's the last thing, the most common thing I hear. What about getting stuck? It's easy to talk about motivation and we need to be motivated, to believe in our own businesses and to go forward in the world. If you're not feeling motivated, it's harder. I know every time I go through something in my family or with my friends or something new I have to deal with in business, I'm not always motivated. I'll be absolutely honest.

However, finding a way to motivate yourself is really a necessary element as an entrepreneur. So how do I do that? I think about the impact I can have on people's lives. I think about the way that when I guide entrepreneurs, especially if I do hot seats with them, especially when I'm doing strategy calls, especially when I can challenge their assumptions and have them think about other ways to do things. That's going to have an impact on their lives. When I think about that, I get motivated. The other thing I want to do is think about what makes me feel good about being in business. That's important right now.

The thing is we're human. I know this. I don't like to think of myself as human, but I am, and I do make mistakes like everybody else. And I have. Do you remember the discussion about the low road of the brain? If you didn't, one of our instructors is Dr. Doug Jernigan, who is amazing, of course, and he's studied brain science for many, many years.

And he talks about the low road of the brain, the amygdala, because in it, we've stored a lot of assumptions, a lot of learning from early childhood and other places, that keep us safe. That is the amygdala's role. Keep this person safe. So how do you keep somebody safe? You only do the tried and true methods of anything. And that's usually the first voice you hear.

Is being an entrepreneur, a brand new thing for you? It could be, it was new for me. How do you apply

the safe strategies to being an entrepreneur? There's often this clash, right? So we have to figure out how to deal with some of those things that make us stuck.

And if you ask yourself, where is the situation that you usually get stuck in? Is it something that you've never done before? Holy crow, is that what being an entrepreneur is? Is it some new thing that you've tried? You're not sure how it's going to work out and you hesitate and you hesitate. Maybe it's a sales process you want to try. So everybody gets stuck on something, not to worry. What we try to do is help people get unstuck.

So let me tell you if you procrastinate, what does that mean? Generally speaking, it's a little bit of fear-based behaviour. "I don't know how to do that. I don't know how to do it. So I'll just do this lovely filing. I'll just go out in the sunshine because sunshine is good for people. I'll do it later." And there are people you've heard some of the gurus who talk about techniques to get over it.

Brian Tracy: "eat the great big green frog first." Well, that's pretty yucky an image, right? And what he's saying is get over the hard stuff first before you do the easy stuff. You can break it into pieces. You can do a number of things if you're a procrastinator. But one of the things that's good to recognize is if I'm procrastinating, probably there's something I either don't know how to do, or I'm afraid of.

What about public speaking? We've talked about that. It's one of the most common fears. In fact, it was on the list as number one before death on some scales, because people were more afraid of speaking in public than they would be of dying – this is probably in theory but based a big fear.

And it may have been born of a childhood experience. So apart from procrastination, what about perfectionism? Yep. It's an old bugaboo of mine. I'm a recovering perfectionist just saying, and I have to sometimes make myself do something when I don't really want to. And it doesn't feel like it's good. If you say to a perfectionist, how about you just go ahead with 80% good? I think I'd go, "Oh, that's not possible. That's not enough at all. I don't think I'd like to put my name on an 80% effort". And you may not. However, if you try to get to a hundred percent perfect, it probably is impossible because things change. So where you reach perfection could be changed in the next five minutes.

But apart from that, here's a really important aspect to remember. One is if you do something that comes from your own design, your own head and you design it and you create it, and it's a thing of beauty, but it doesn't have any feedback from your customers in the design, how do you know what's perfect? It likely isn't. So one of the things we try to get people to do is to do a pilot or a first try, because once you get that feedback from people that is one of the most valuable ways of actually producing a product that they want. That's a cool thing to think about.

So if you too are a recovering perfectionist, think about if I really want to serve my customers, I should find out what they think. And you can position it as a pilot or, you know, a prototype - you can do that –

get some feedback and then go back and change it, according to what your customers really need.

You can outright freeze in place. If you're really scared, what do you do? Just stop. It's kind of like procrastination only very much worse. So when you are doing that, there are some things that I remember Jeff Walker saying. He liked the approach somebody said from his Brazilian operation - one of his colleagues: "throw your hat over the fence, and then you have to go get it." Do something to make yourself move. And this might be where you call a friend. Remember that show: call a friend to get an answer? That's why community is so important as well.

The other thing that you could do is maybe try and get another certification - Oh my Lord! Yet another one! It was kind of like if you heard me in one of my webinars, which you can get by the way, on a resource page at <https://askfordirectionstraining.com>. So if you are going to run to get another certification. It was like me deciding I have to go and work; my family needs some money. (But) Maybe I should just have another baby because I knew how to do that. Or maybe I don't know enough about this. I think I should probably get another certification. You will also hear a lot of gurus say: You just need to be "this" far ahead of your client. It's helpful to have experience. Then you can speak with authority from experience. You don't have to always have a degree to do that. And this is somebody who has had two degrees. Okay? So please take it from me. It's expensive. It's time consuming and it may not make a real difference.

So this is going to sound simple, but I also need you to ask for help. Hence the name of the course, it's our tagline for Grow Vantage. And it was a perfect name for an online course. Ask For Directions. If you do that, then you're going to get another perspective. You're not going to go down the track. You're not on the "treadmill of one idea." And believe me, there is such a thing as the treadmill of one idea. It's one of those things that when you get stuck on it, it's hard to get loose. Just as a side note, do you know that funders, venture capitalists, even angel investors, (I'm familiar because of my work at the stock exchange), but you can do grants, sometimes you can get some loans, and then when you're ready to really expand, you might go to an angel investor or you might go hire to a venture capitalist.

They are reluctant to look at people who haven't made mistakes because they may not be coachable. If you've got the one treadmill brain going on, you may not listen to people who've had experience. And that's not a great thing. So if you can ask for help, get into the habit of doing it, get other perspectives, other opinions, it's going to be really, really important.

So when I moved online, my head was turned by all kinds of different processes and approaches and platforms, ask some of the people who work with me. They'll tell you; it goes around and around in your head. When you have done something for the first time, or even when you haven't, maybe you're stuck. You're trying to find an answer. And sometimes you have to experiment. I know I did. My experience was I had to figure out what I was going to do. And I had this kind of treadmill-like brain and

perfectionist brain going on until I got into the Grow Vantage course. And I was able to see, oh, these are people who know these are people who've done this successfully. I can actually take their word for it. So I learned then that I was going to develop a course that really helped people with community coaching advice and the right information, but not just information in a static form, just because you've got an online business. Doesn't mean you're not interacting with your clients. Unless of course you're creating a platform or an app.

There's not a lot of interaction but having a community and having coaching is really an important part. And so I hope you will consider doing that when you go to try and get out of the, the stuck place you're in, or you're starting a business, and you're excited about wanting to help other people.

So tomorrow you and I will see, hopefully if we are a fit together. In the meantime, there are a couple of links to get caught up on. And one of them is our <http://askfordirectionstraining.com/resources> link. And it's going to be put into the Facebook group as well as in the chat. So you can go there and you can revisit some of the webinars.

You can get a setup roadmap for yourself. We use this for our classes so that they can, people can tick off where they've been and what they yet have to set up in their business. That will be very useful for you. There's also a copy of the skillsets, the soft skills, particularly that we talked about previously, and I would invite you to do that.

Second thing is the link to book a call with me, please, don't be shy, just click on the link. It's got some blocks of time - I've tried to clear a bunch of my schedule this week, so people can give me a call. We can go through what it is that you find really challenging, where you get stuck or questions you might have of me. I'd be happy to do that.

It's been one of the things I've done during the pandemic, for sure, to make sure people are comfortable with what they're doing and to make sure that they're not sitting around stewing in their own stuck place, because that is actually something that happens.

So if we want to do that, then there may not be a requirement to do any questions right now. But I have talked about some of the questions that we get. Some of the issues I've talked about, you know, getting stuck mindset, which is huge. It's how we start our course. We've talked about marketing; we've talked about pricing and we've talked about sales. Those are things that people might get stuck on. So if you're stuck, just give me a call and I just want to check in with healing or the links in the Facebook page. Yep. They're in the comments below. Great. That's perfect. And that's another thing too, you know, this is community-based training. So Start Up And Grow Your Business is a Facebook group that we started and it's a place where we can promote ourselves (tomorrow's promotion day) and where we can also gain some information, be challenged with some thoughts, meet other people. So I would encourage you to join. We'll let you in. I promise. And that is maybe one of the places that you'll want to start in trying to

develop your own community. So with that, then I'm going to talk to you tomorrow. I believe it will be at one o'clock, but we'll put a message in the Facebook group so that we can go through some of the elements that you might want to look for when you're looking for a program.

Thanks very much. And I will talk to you soon.