

Hi, all. I'm Elyse Tager I want to give you a great big welcome for joining me today. You may have found me thru a Facebook ad, or a friend, or just stumbled across this webinar. Welcome

I want to give my thanks to the Contra Costa SBDC.

Introduce your selves – name name of our biz, what brought you here today?

Feel free to jump in with questions. I'd rather have a conversation with you all than be talking at you.




I want to give my thanks to the Contra Costa SBDC. And Oscar Dominquez .

The SBDC is an amazing resource for any



Your Turn





Handout

BUSINESS STRATEGY

elyse tager

From Chaos to Clarity

WANT TO GROW YOUR BUSINESS IN 2018?

As go-getter entrepreneurs, we spend tons of time prospecting, generating new leads, and growing our businesses. But we tend to do a less than stellar job of making sure that our current strategy is taking us in the right direction. Spend a few minutes filling out the activities below and really give some thought to it. Your business will thrive!

Activities:

What are the 3 areas you want to focus on in the next 6 months?

1 _____

2 _____

NOTES

Review hand out – work on it during the talk.

Feedback form – please hand this back to me when you leave.

Feel free to jump I with questions. I'd rather have a conversation with you all than be talking at you.



This is for you if...

- You got here with hard work, tenacity, and determination.
- You know from experience that creating a business isn't a walk in the park.
- You're destined for big growth – but profits won't just land in your lap.
- **You get it – What has been working won't get you through the next stage of growth.**



I'm Elyse Tager, biz consultant and coach. I will help entrepreneurs to scale, systemize, and leverage their business so they can smash through their self-imposed income ceiling and become the true CEO of their business.

I show high-performing entrepreneurs how to scale to multiple 6-figures and beyond, through the power of clear strategic planning and implementation.

I offer proven and practical techniques gained from extensive experience both as the CEO of several thriving companies and as a dedicated business consultant working with clients like yourself.

I've been running successful businesses for over 20 years .



Online Gurus Don't Want You to Know



I have to be honest. I'd love to tell you that growing a business is easy. But it's not.

Aren't you sick of hearing the zero to a million in 6 months stories?

Ignore that! Rarely true – sets up for negative comparison.



Why Are We Here?

- Learn from other's successes.
- Don't waste any more time, energy or money.
- **Focus on what will move the needle.**
- **Strategize to move your biz to the next level.**



It's no accident that top performing entrepreneurs are the way they are. I've noticed similarities among my clients whose revenue exceeds six figures. There are certain characteristics and tactics that make them stand out. I will present seven of the secrets to their success.

One of these is THE most important – if you do only one thing, this is it, and we will get to that a bit later.



The Risk of NOT Having a Strategy



Here is what I can tell you. If you are not fabulously happy with where your business is right now, then U r the best kept secret – losing out on business you should be getting
No momentum – feast or famine
You don't want to be a best kept secret



Behind the Scenes



Let me pull back the curtain a bit to show you some of the secrets and advanced tips that we use to help our clients achieve success.



7 Secrets

- There are no silver bullets and no quick fixes.
- **The secrets fall into 3 categories:**
 - Solid Foundations
 - Staying Power For Right Now
 - In it for the Long Haul



7 Secrets – Solid Foundations



#1: Big Picture Mindset

#2: The True CEO

#3: Consistency



#1: Big Picture Mindset



Decide that you are going to succeed

There will be problems and challenges, Sometimes huge. Think of them as hurdles, not walls

understand short and long term focus. Understand the necessity of failure, keep on going trying new things. Decide that you are going to succeed, no matter what challenges come up. Don't fall in love with specific tactics or formats. Stay nimble, pivot, test and reiterate and try again. Keep moving forward.

How many of you can say you have had a failure some aspect of your biz? What did you do about it?

Test and iterate, pivot, keep putting one foot in front of the other.

Insert Story here?



#2: The True CEO

A True CEO:

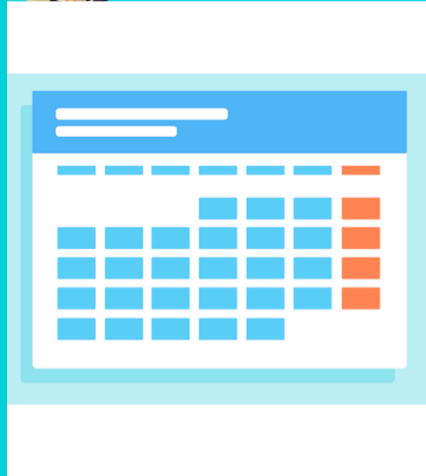
- Schedules strategically
- Builds the right team
- Stays focused on growth



Strategy before tactics. Don't start doing until you have the overall picture



#2: The True CEO



Manage your Calendar

The 4 D's

- Do
- Delete
- Defer
- Delegate

Manage your calendar and your time
Don't let it manage you.

Calendar blocks
Client examples – Cassidy
Death by To-do list? Remember the
The 4 D's



#2: The True CEO

You need a team!

- Don't have one? – Where and how to start.
- Outsource vs. In-house
- Manage your team



Is it just you ?– when and where to get some help. Contract for 5 hours a week in a specific category where you need help Copy writing, bookkeeping, sales, admin stuff.

You want to be moving in the direction of getting yourself out of the day to day. Ultimately your job is not do work IN your biz but ON it.

Outsourcing to contractors will be a life saver until you know what functions you want to bring in house. You may never hire employees, but build your team this way.

If you have a team – your job is to provide direction, leadership, vision. Don't get stuck in the doing of your business.



#2: The True CEO



Beware of....

- Comparison to your competition
- Bright shiny objects
- Strategy slippage

True CEO has laser focus and work to protect that focus.

Beware of comparison with your competition – it will eat up your confidence and momentum

Beware of bright shiny objects – the next newest app, promotional strategy, technique, tactic. Focus focus focus on the strategy that you've put in place

Strategy and providing focus is my jam. More of this in the next presentation on May 15 title=CHAOS TO CLARITY - GROWING PAINS IN YOUR BUSINESS?



#3: Consistency



This is the most important secret of all – I talked about that earlier.

This may sound like eating your veggies, and like discipline. Guess what - It is! Decide to be visible. And visible with a schedule – what will you do weekly to be visible. Weekly.

Just keep putting one foot in front of the other, done is better than perfect, **Make it weekly, whatever it is**




7 Secrets – Staying Power for Now

#4: Self Care

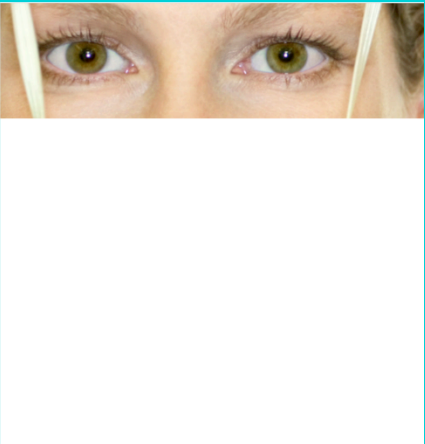
#5: Resilience

These 2 are closely connected. It's easy to dismiss the self care secret – but let's explore



#4: Self Care

- Take care of you
- Make it an ongoing practice
- Put it on your calendar
- Endurance will come with the self care



So easy to dismiss or postpone this one. Or let it fall away.

But you are your business, no matter what stage of growth your biz is.

Find a way to pull back so that you feel refreshed and re-energized. That's the goal.

Ask audience – what are some of the way you do self care.

Schedule it and don't move it. This is how you avoid burn out and assure success. Miss this, and you will never get their. You need to be able to build endurance to go the long haul.



#5: Resilience



"It helps to be
thick skinned around here."

**We become the stories we
believe in.**

- I will fail.
- People will think I am clueless, stupid or less than.

Your new mantra:
Water off a duck's back.

being an entrepreneur is not for the faint of heart. You will fail, some people will think you are clueless, or stupid, or less than. Water off a duck's back is your mantra.

You have to believe in your own journey and understand that no one else's opinion matters.



7 Secrets – In it for the Long Haul

#6: Personal Growth

#7: Positive Money Mindset

This is powerful stuff.

To a woman, these 2 traits were common to ALL successful entrepreneurs.



#6: Personal Growth

No one does this alone.

Don't be afraid to invest
in your own growth.

Make strategic
investments.



Join biz associations or networking groups and go regularly. Pick one or 2 to be loyal to and invest in the other members.

Mentors

Masterminds.

Coaches of different flavors,

Courses for areas where you need additional skills.

It's a life long process but essential for your biz.

Who is doing what in this are right now?



#7: Positive Money Mindset



This is subtle but extremely influential in whether or not you succeed.

If you are driven by financial fear you will never grow and your biz ultimately will not succeed.

This is where you need to know that you can figure it out - even if you are in the worst cash flow position imaginable. You will figure it out.

Stay open to know revenue sources, new opportunities, don't get too attached to any one tactic to allow the money to flow.



7 Secrets Recap

- **Solid Foundations**
 - Big Picture Mindset
 - The True CEO
 - Consistency
- **Staying power for right now**
 - Self Care
 - Resilience
- **In it for the Long Haul**
 - Personal Growth
 - Positive Money Mindset

That's a lot of information and I hope your head is not swimming by now but I've only scratched the surface.



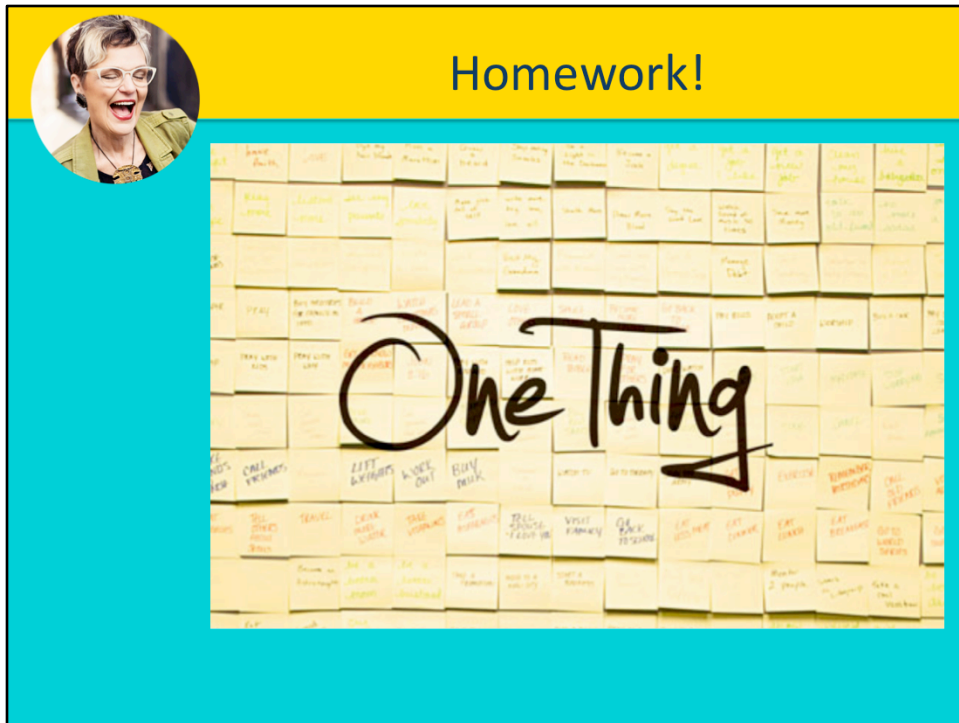
Most of the secrets are simple but not easy. But If you can start applying 2-3 of these things, you will be well on your way to success in your business.

If you can focus on what's important
Have the right mindset
And put together a plan
And start to implement....you are there.

You will have a biz that runs smoothly, is profitable with a steady stream of prospects and clients.

It won't come all at once. No 0-1 Million in 6 months, but you will be on the way.

Heroes journey – the audience and clients are the heroes, I'm the guide.



Of the 7 secrets pick ONE that you will put into practice today to start you on the road to growth.

Ask audience what that is and how they will put into practice.



What brought you here today?

- Are you happy with the number and qualities of leads you are getting every month?
- Do you have a consistent, predictable source of revenue?
- Is your email list growing consistently?
- Is your REVENUE where you want it to be?

NO??

Next steps.

These 7 secrets are simple but not easy to accomplish.



Can I Help You?

Schedule
your private one-to-one session


Let's dive deep
into your biz to identify what is and isn't
working.

BOOK YOUR FREE DISCOVERY CALL
bit.ly/tagercall

I'd like to invite you to book a 30 minute session with me. Let's discuss your business and your goals

The link on this slide will connect you to my online calendar.. Once you have scheduled a time to chat, you will be asked to fill out a short questionnaire so I can learn a bit about your business and you ahead of time, so that we can make the best use of our time on the phone.

Promise. No pressure, no sales guys, Just conversation.



Feedback Form

ONLINE
BUSINESS STRATEGY
elyse tager

Session Feedback

Name _____

Email Address _____

Business Name _____

The most valuable idea I learned today and how I'll apply it:

You can really help me by filling out the feedback form. I'm always trying to be a better with my presentattions.