

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 are growing your business but feel that some things are getting in your way
- You need help identifying your business demons
- **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.

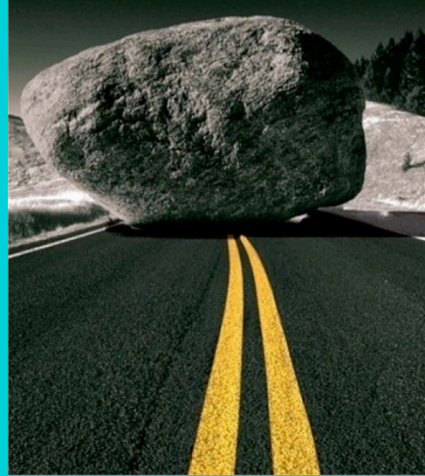
I offer proven and practical techniques gained from extensive experience both as the CEO of several thriving companies and as a dedicated business consultant working with clients like yourself.

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



Why Are We Here?

- Learn how to **get your of your own way**
- Solutions for grappling with the hard stuff
- **Barriers not Walls!**



It



8 Common Obstacles

1. Who am I to...
2. I'm late to the party
3. Everyone else is starting a podcast
4. The only one who can do it is me!
5. I am exhausted.
6. My To-Do list is killing me
7. I know where to go, but not how to get there
8. I don't have any money

Every business goes through stages, from the seed of an idea, to startup, to increasing levels of maturity and growth. Each stage has its challenges, and none are easier than the last.

In those transition periods, things can feel out of control. Many of your carefully crafted processes are no longer working, and you and your business just feel like you are bursting at the seams.

These are growing pains, as my mom used to call it. Businesses, at all stages, have them.

After working with hundreds of small business owners in the past 7 years, here are the most common obstacles I've heard about time and time again, and what you can do about them. Do you hear yourself in any or all of these complaints?

I'm going to give you the MINDSET SHIFTS that have to happen as well as TACTICS to overcome each of these obstacle.



Imposter Syndrome

Imposter Syndrome rears its ugly head at every stage of business, no matter how successful you are. If you feel you need more courses, training, certifications, degrees etc to establish your credibility, spend some time documenting the experience you DO have that create your expertise.

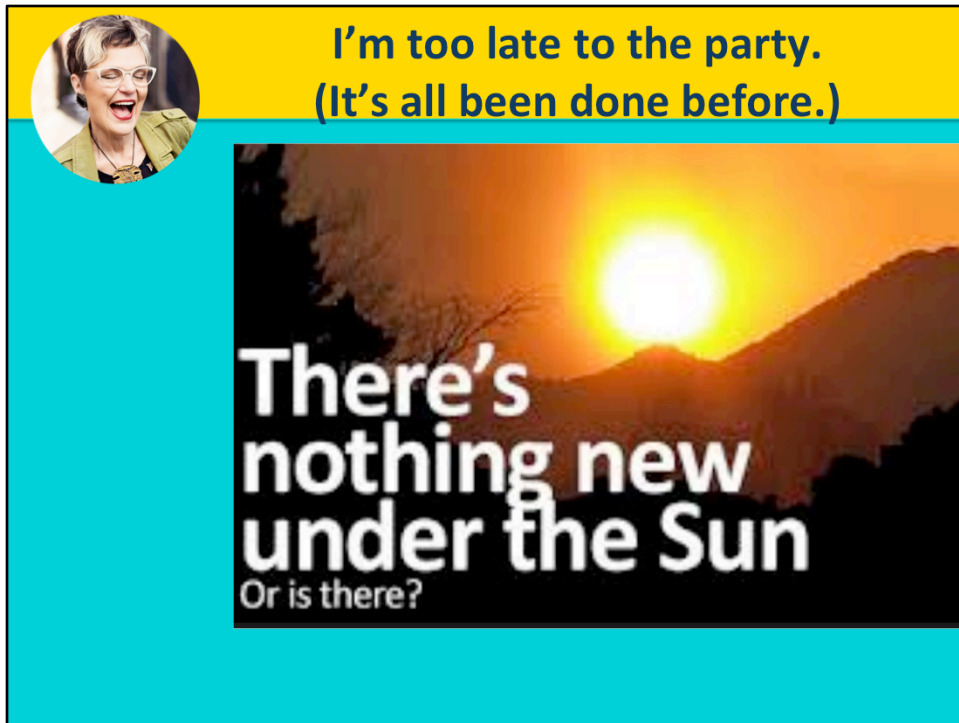
What jobs, clients, life experiences have you had that add up to true expertise? **You are valued by the results you produce**, not for the certifications and degrees that you have.

Mindset: Everyone starts somewhere

So let's talk about how to break through it.

Identify what is shaking your confidence

Remember your real life value and all that you have achieved. I've started a "Look back 2018" document where I record everything that I have accomplished, big or little, biz or personal. I add to it on an ongoing basis. It builds confidence!



It has all been done before, but not by you. It's VERY rare that a business concept will be a one and only. You will always have competition. But you will have your own spin on your niche too. Let your personality shine, develop your own methodology and framework to the services that you provide, and stand out from the crowd.



Bright Shiny Object Syndrome can strike at any time, and at any and all stages of your business. When you look around you at your competitors or others that you feel are in your league, they seem to be doing more, accomplishing more, are more famous, earning more, doing more than you are.

Just stop. If you are still in business after a year or two, you are doing just fine. And you are enough!

Create a thoughtful, just-right-for-you strategic plan for your business and stick to it. Earmark new projects, platforms or courses for the next time you are in planning mode. This is **your** business. Design it for yourself, not everyone else.

Mindset shift: Stop the comparison with others!

Tactics: create a 12 week strategy and stick to it. Add new concept/ideas for the next cycle



You built this business by yourself and know every inch of it. You know what needs to be done and can do it faster and more accurately than anyone else. But **if most of the tactical work is being done, or closely supervised by you, you are severely hampering your own growth.** At some point you will need to let go and train others to fill in for the majority of your functions, so that you can act as a true CEO.

What does that look like? It means building **CEO time into your schedule.** Block off a half-day each week, a full day each month, and perhaps a weekend each quarter for planning your future next steps. These are strategic planning blocks, not doing blocks. In fact a CEO doesn't do much day-to-day doing. A CEO is creating content, finding and nurturing high level partnerships, planning and strategizing the future.

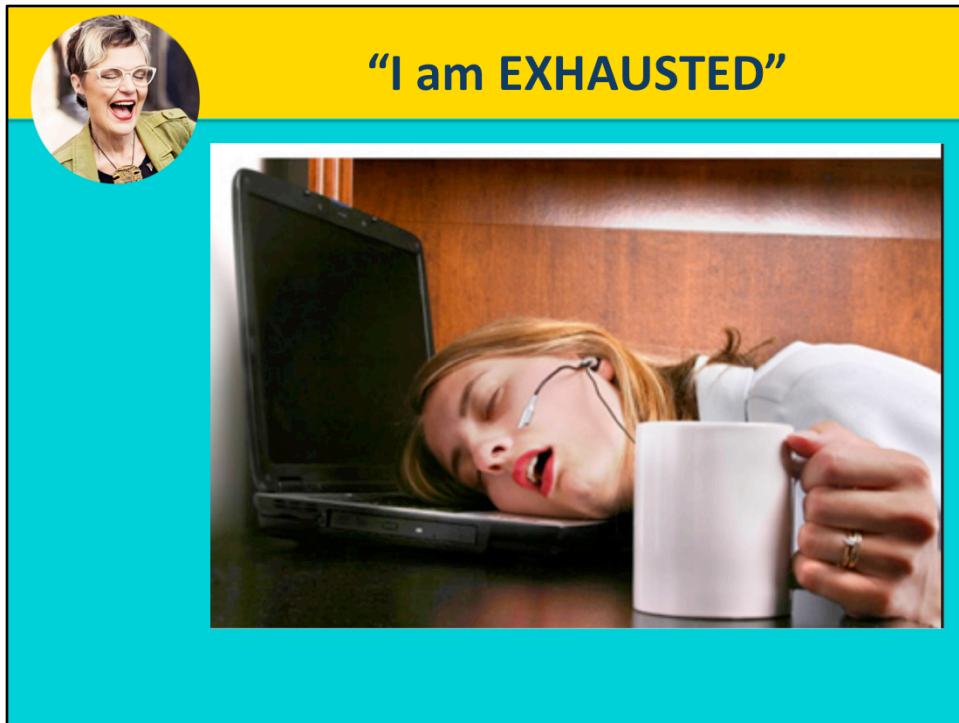
Mind set shift:

Perfection Paralysis

Afraid of letting go of control – become a leader, not a doer – whole different set of skills

Become a leader. You are to provide vision and direction for the company

Tactics; You may need help (courses, coaching etc) with leadership skills, if you feel this is truly getting in your way.



Owning and running a business is not easy. We all know that. Especially in times of transition, it's easy to run on all cylinders, work more than a normal workweek, and not pay attention to anything **but** your rapidly growing business. You will burn out, and your family and your business will suffer.

Before you get to that stage, **build self-care into your schedule.** Decide what replenishes you. Is it time with your family, incorporating exercise into your life, a walk, reading a book, going to a movie? Schedule repeating blocks of time on your calendar and make this non-negotiable.

Mindset Shift: Give your self **permission** to take care of yourself.

Tactics: Define your weekly or daily self care practice and put it on your calendar to make it happen.



The common thread I see with female entrepreneurs at all levels of business is that they have forgotten the KISS principle (Keep it Simple, Sweetie). In the rush to find new revenue streams, build new packages and courses, new formats for their content, streamlining what's already in place goes right out the window.

Have a strategic plan and stick with it. You will have built your next 6 months or year during your CEO time. Once that is in place, don't deviate. Find the top 3 tasks (or one task!) that you, as the true CEO need to accomplish each day. Don't build out another activity until the ones already in place are smooth as silk, with processes in place and the correct team members making it happen.

Mindset Shift: We get used to chaos. Make this level of stress unacceptable. It is a problem to be solved.

Tactics: If you find your own to-dos are getting out of hand, stop and re-evaluate. Are you doing more than you initially planned for in your strategy? Do you have the right or enough support staff underneath you? Are they getting the job done? Do they know what they should be doing and what your expectations are? Consider outsourcing some of the tasks if you are not ready to expand your team. The 4 D's. Do, delegate, Defer, Delete



Spinning

You need go get out of your own head

This is when growth and transition are the hardest. The processes, procedures and structures you carefully put in place for the first stage of your business may not be right for your next stage of growth.

This is THE time to look outside of yourself for support, direction and new ideas. You can't possibly know everything! Join a Mastermind or Group Coaching program. Seek one that is a paid program (skin in the game creates a more focused result). If you can, find one that has several members that are more advanced in their business than you are. Be sure you are a bit outside your comfort zone so that you have to stretch to participate. You will grow and your business will thrive as a result.

Find a Business Coach, even for a short period of time (3-6 months is the shortest I would recommend) to help you see beyond your own walls. Others have been where you are.

Mindsdet shift: Get out of your own head.

Tactics: find your support tribe or start buidling



I don't have any MONEY!

- Start with FREE!
- Friends and family for small loans
- Credit cards (careful!)
- SBA <https://www.sba.gov/>
- Credit Unions
- Small biz friendly banks
- Part time job, start contracting, Go back to a full time while you build your biz

It takes some money to start a business. Start with what you can afford, and grow from there.

82% of the businesses who fail, do so because of cash flow problems

Seek out Free resources first. There hundreds of podcasts, blogs, free courses, and apps and tools available online. There are groups like the SBDC, and SCORE who offer free counseling. Take advantage of those!

Source for money. There are ways to get money when you need it. The SBA offers loans at a very reasonable rate and they are a WEALTH of information. Some banks are more small business friendly than others. Friends and family (although those choices can be fraught with issues), or your own credit cards are potential sources for start up costs.

You can always find a part time job or start contracting with your area of expertise until your cash flow crunch is behind you. I've done it - It's not the end of the world. It's a transitional solution to a short-term problem.

Mindset Shift: This is "figure outable". No need to panice or come our of place of fear and lack.



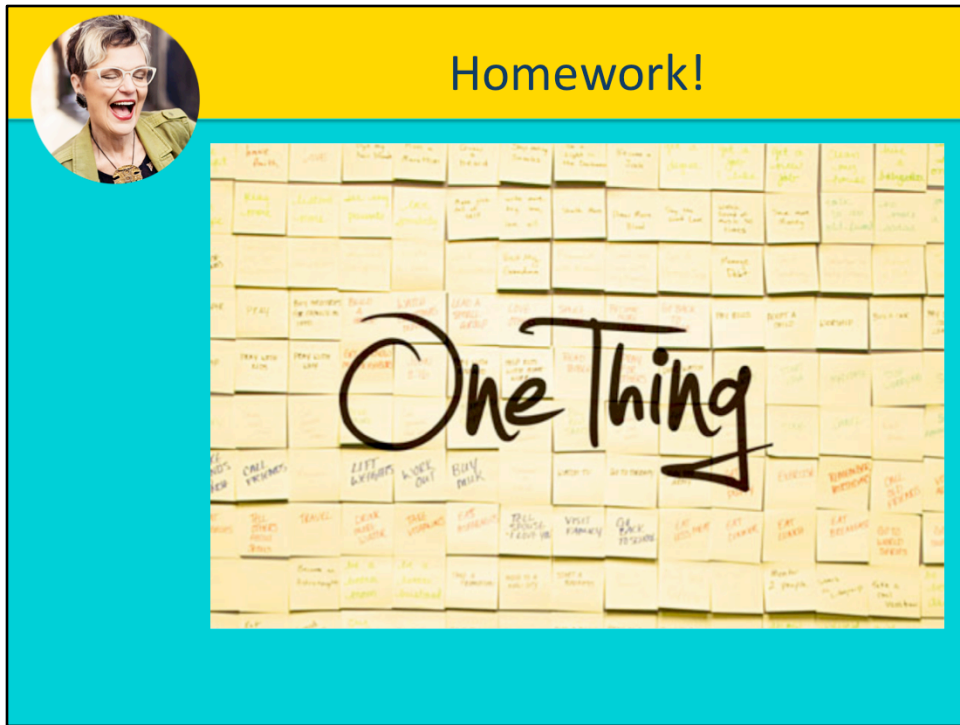
8 Obstacles Recap

1. Who am I to...
2. I'm late to the party
3. Everyone else is starting a podcast
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That's a lot of information and I hope your head is not swimming by now but I've only scratched the surface.



Each of these 8 obstacles can be overcome.



Of the Obstacles, which ONE is biggest for you and what are you going to do about it?

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



What brought you here today?

- **Are you facing obstacles that you feel are insurmountable?**
- **Are you in a state for constant worry about your biz?**
- **Are your just frozen?**
- **Do you not know how to put one foot in front of the other and move on?**

Next steps.



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

Each one of these obstacles can be overcome with mindset shifts, or changes in your approach to your business. I'm always here to help you figure out how to overcome your obstacles and create and grow a profitable business. [Contact me for a free call](#), and let's discuss.

You can work with me for just an hour, or 6 weeks or 3 months. Let's chat.



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.