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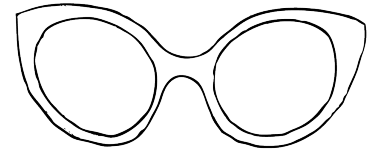
Business Coach for Ambitious
Female Entrepreneurs

Solopreneur to CEO:

5 Mindset Issues that will keep you from growing

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Have you ever had young kids in your life? Do you remember the “storm before the calm” – that period right before they collapse for a much needed nap when all hell breaks loose? They scream irrationally, can’t be consoled, and work themselves up to a frenzy. Then suddenly they are sound asleep. That’s what happens as we approach the next stage of a business.



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,

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 5 most common issues 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?

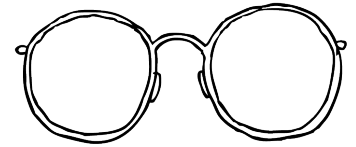
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1

“Everyone is starting a podcast (or virtual summit, or YouTube channel). I should be too!”

Bright Shiny Object Syndrome can strike at any time, 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. And who are YOU to be running this business?



Just stop. If you are still in business after a year or two, you are doing just fine. And you are enough! Be wary of taking one more course, adding one more social media platform, one more webinar to rescue you. There will always be more. Stop the research and take action yourself

Stop paying attention to what others are doing in their business. You be you, as my son says. 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 and factor that into your team, your pace, your growth and what you can and WANT to handle. This is **your** business. Design it for yourself, not everyone else. You may only want to work 3 days a week. Or 9–3 while the kids are in school. Or 7 months out of the year. Design your business around you and pay no attention to what others are doing.

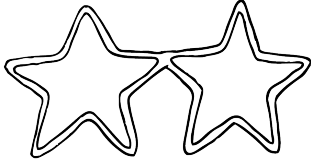
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“The only one who can do it is ME, ME, ME.”

You built this business by yourself and know every inch of it. Perhaps you have a part-time VA or assistant. 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, perhaps sooner than you think, 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.

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The mindset shift from working in your business to working on your business as a true CEO is one of the major changes that has to happen if you are going to accelerate your growth and get to that next level.

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. 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.

If you are an "In-Betweeners", not a startup, but not yet at 6 or 7 figures, don't wait too long to get the help you need. Hire a VA for even 5 hours a week, find a designer and copy writer to use when you need them. Jump in sooner to bulk up in support to create room for growth and allow for you to function as a CEO.

If you are too busy—then that's the problem right there. You are too busy doing, not planning for growth.

3

"I am EXHAUSTED."

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. I guarantee it. The worst part is that you may not recognize the symptoms until you are deep into it.

Before you get to that stage, build self-care into your schedule. This is not frippery; it's crucial for your survival as a CEO, a woman, perhaps a mother and a wife. Decide what replenished 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.

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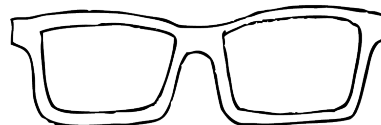
“My to-do list just grows and grows”

The common thread I see with female entrepreneurs at all levels of business is that they have forgotten the KISS principal (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, the correct team members making it happen.

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?

When you have too much on your plate that is usually the time to bring in more help, or to be sure that you are not the bottleneck. (See key number 2). It may be that you need help in a specific area for only 5 hours a week to make the difference. It may be that you need some help with refining your processes and procedures to streamline what is in place so that you can work with your current support team. Find an Online Business Manager or project manager for some short-term consulting to help you figure this out.

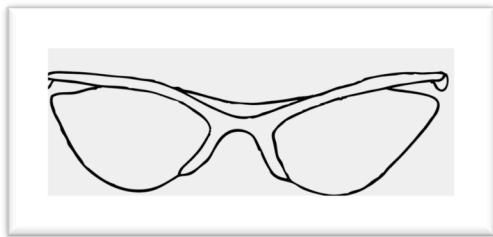


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“I have a good sense of where I want my business to go but can’t figure out how to get there.”

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. You spent a lot of time and effort creating your business during the startup stage. Maybe you thought you’d never get beyond that? (A bit of imposter syndrome?) Or you did not have a clear vision of what the next stage might look like. Will you add coaching to your offers, or a course?

This is THE time to look outside yourself for support, direction and new ideas. You can’t possibly know



everything! One of the joys and disadvantages of being an entrepreneur is the independence it provides. But it can also be lonely and isolating. Find an outside source for guidance and inspiration.

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.

Of course your network of “Biz Besties” is always a great source of support and inspiration. Build ongoing contact with them into your schedule as well. But at this point in your growth, you will want a more structured, scheduled, challenging format to guide you into your next phase of growth.

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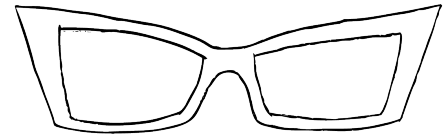
About Elyse Tager

A long-time marketer and passionate entrepreneur, Elyse has helped hundreds of small businesses, associations, and nonprofits develop and implement effective online marketing strategies to grow their business or organizations.

Elyse is a popular motivational speaker, writer and educator known for providing her audiences with the practical tools, techniques and strategies they need to grow their business or improve their lives.

Elyse has been providing new customer acquisition and lead funnel strategies to clients for over 20 years. She can help coaches, consultants and service-based businesses scale grow to their next level with by providing clarity and eliminating the chaos and confusion that can occur with growth.

She has run 3 successful businesses and is passionate about helping women entrepreneurs to reach and exceed their goals. In the past, she owned an innovative media agency for 11 years, that provided traditional, online, and social media marketing services to a diverse range of clients, including Cisco, Symantec, Williams-Sonoma, Design with Reach.



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