

3-17-20

Sun, 7/19 9:22AM 11:18

SUMMARY KEYWORDS

customer, criticism, robert kiyosaki, feedback, avatar, service, advice, serve, listen, business, people, negative comments, email, talked, important, type, entrepreneurs, survey, input, thought



00:00

Hi, everyone. Welcome to another episode. I recently read an email from Robert Kiyosaki. And I don't know if you've read any of his books. He's very well known for Rich Dad, Poor Dad. It's a great book. And he's written some other ones as well. From time to time, I get different emails and different pieces of information from him and his team. And he had shared something, I don't know, maybe a month ago, talking about advice for entrepreneurs. And it was a really great email. And so what I thought I would do is spend probably the next five episodes, talking about some of the things that Robert Kiyosaki called out. In his in his, I don't know, I guess it was an email or a newsletter on that advice that entrepreneurs are given, was really helpful to me. And so I thought I would share it because again, we're all entrepreneurs, and we're trying to make it and from time to time, we just need help from each other, and how to be able to move forward and how to be successful. And so I thought this would be it really helped me. I enjoyed reading it. So let me get started with the first one. The first one, the first piece of bad advice, he said, was listening to all advice. I thought that was pretty good. You know, whenever we first get started, we are trying to listen to all types of feedback. Hey, do you like



01:17

my logo?



01:18

Hey, did I say that just right? Hey, does that picture of me look okay? And so we're constantly asking and seeking input, because we you know what we doubt ourselves,

right? We have that self doubt that obnoxious roommate. We also have that a little bit of that perfectionism coming out in us. We want it to be just right, because we've never done something like this before. And so we just seek lots and lots and lots of advice.



01:42

And I think that seeking advice is important.



01:43

We all need to seek advice just to be grounded.



01:47

Right. And I just did a



01:48

recent podcast on getting different points of view. So we need perspective. And we need other people's input,



01:56

but we don't need to listen to every piece of advice.



02:00

You know, one of the things that Robert



02:02

Kiyosaki said was, any entrepreneur who becomes very successful, will be subject to scrutiny as well as criticism. And I think that that's really important. You know, how many times have you run Facebook ads, or send out a mass email or did some type of advertising campaign or launched a new service, and you were immediately criticized, you know, you got bad, you know, comments on your social media pages, you got, you know, bad feedback from the customers, whatever the case may be, you know, we're

always going to get some type of criticism, because we're not going to please everybody. And one of the things that we've talked about in the past is understanding who our customer really is, who is your customer avatar, because it's so important to be able to focus on who your customer is. So you can clearly clearly define who your customer is not.



02:54

Right. And so we've talked about that as well.



02:56

And so once we know who our customer is, not Most of the time, the people that are giving us the negative comments on social media, or you know, whatever the case may be, wherever, wherever they can give us feedback most the time these days, it's social media, right? When we start to see you know, those quote unquote, haters, it's usually because those people are not our avatars. They're really not. And so it's okay. We can't let you know that criticism from the people that we're not trying to target anyway, that we're actually trying to deter from being our customer. We can't let that type of criticism derail us, we have to be ready. And we have to expect that if we are getting criticism from our non avatar, right, the people we don't want to have as customers, then we're doing something right. And so see it from that perspective. See that criticism as the fact that your advertisement, your focus on social media, your avatar focus, who you are truly trying to serve is working, because you're naturally repelling your new customers.



03:58

Okay?



04:00

And the other thing that Robert Kiyosaki said was, your critics will surface very quickly, and you'll be judged for everything you do, as well as what you don't do. And I thought that that was, you know, that was important as well. And so that goes hand in hand with who your avatar is, and who your no customers are. Okay? Because you're gonna have to say no to customers, you're gonna have to say no. And you need to run out of the gate. You know, we talked about in an earlier episode on one of the podcasts, we talked about having to say no, in order to say yes, and not only was that saying no to tasks, but that's also saying no to other customers.



04:35

And that's also



04:36

drilling down in and knowing who you're going to serve. We can't please everyone, we're not here to please everyone. You know, our brand isn't here to exist to please every person. I mean, eventually you may be able to get as big as Nike, you know, or whoever. And then we can, we can please a lot of people but even then there are people that don't like Nike. Right there. People that don't like Under Armour, there are people that don't like significant brands out there. And that's okay, that means they're doing something right. So be aware, think about also think about it from this perspective, when we're talking about not listening to everybody's advice or criticism or input. Um, you know, think about the fact that most of the time, the majority of feedback that we give or get is negative. Right? You know, in this day and age, we're getting surveys to complete about our service at a restaurant,



05:34

or our hotel stay or our flight,



05:37

or anything like that. Every time we turn around, we're being asked to complete a survey. They, you know, the businesses need feedback, we need feedback. But usually the majority of people don't complete a survey unless it's something negative unless something bad happened. And so surveys are typically skewed to negative service. Okay? It's just, I mean, if it was great, I'm not going to take the time to fill it out. That's what most thing if it was bad, I'm definitely taking the time because I'm angry. Right? And so realize that that's usually where you get the most feedback. First is the negative comments. And that's happening throughout the entire industry. That's not just your business. That's not just because you did something wrong. It's not because you're failing. It's just the way that the world works. It's just the way that feedback comes. And so you know, you're going to have plenty of positive feedback. I'm sure you already have it. You know, ask the people that you've been working with, at some point, ask for feedback. Ask for a testimonial. Ask for, you know, any type of information that can validate from your avatar, right? You're asking for your avatar, you can validate your business and what you're doing well and what else they need, so that you can continue to layer on additional services in your

business for your customer. Don't listen to the criticism of people that aren't your customer. Because then you know, you're going to be trying to please someone that you really never wanted to serve in the first place. Think about that. Many people businesses fail, because they try to adjust their services in their focus to the negative to the people who are giving negative comments. And those people aren't their avatar anyway, they're not the customer that they're focused on serving. So if they're not the customer you're going to serve, I wouldn't worry about their feedback. I mean, okay, let's, let's do it this way, hang on to it, put it in a file somewhere. You know, as your business grows, if you ever decide to go down that avenue to service, that customer,



07:27

pull it out and see what they were upset about,



07:29

see what they wanted. See what growth they recommended that you perform in your business or additional services or products they needed or wanted from you. And then add that as an additional line. We've already talked about the fact that you can change your avatar,



07:42

but you should do it after you've



07:45

established your company. And you've established the business business with your primary avatar, right? So all I'm saying to you is right out of the gate. Don't listen to all advice. And especially not the criticism that comes your way because it's going to come first right now. Negative feedback is shared before positive feedback. Realize that most of the negative feedback that you're going to get is from people who are not going to be your customer. Okay? your marketing your product, your service is focused on the customer that you've created, the niche that you're working with him, right? The customer exists, you didn't create them, you just created your business to fit within that niche. And so most of the time, the comments you're going to get are from people who don't fit into that niche. Alright, so don't listen to them relative to adjusting your business. Listen to your customer. If your customers giving you the feedback, that's who you need to listen to. All

right now, as you want to adjust your avatar and you want to make some changes and who you're focused on relative to your business scope. Then think about what that customer was telling you. Is that is that customer base, a customer base you want to now serve? You got to be able to answer that first. If the answer is yes, then come back to those comments and figure out what additional products are so They're looking for. But that doesn't need to happen today. Focus on the feedback from your customer. Okay? The key thing that Robert Kiyosaki says at the end of this little paragraph on listening to all advice says, Be true to yourself. And I really like that advice. Because we do have to be true to ourselves, we have to know the type of service we want, we want to provide, we want to know the product level that we want to provide. We have to know who we set out to serve. And we have to be true to ourselves and maintain that level of service. We have to be able to serve the customer that we set out to serve. Don't get distracted by the naysayers or the criticism, or the feedback from people who aren't, who aren't your customer. Be true to yourself. wake up every morning and think about what business you created, who you created it for who you're here to serve. What you're here to do the gift that you have to Give back to the world. And do that. Be true to yourself live that truth every day. It's not going to be easy. No one's that entrepreneurship was easy. So don't misunderstand that criticism hurts. Does, especially when we're out there trying to do all that we can. But when you step back and put it through the lenses that I just walked you through, it's gonna hurt a little less. Because what you need to remember is the criticism is coming from people who don't understand your product or service in the first place, and they're not going to benefit from it. And that's okay. And you can see it through that lens. You're going to be okay. All right. So this is number one. And what I'm going to do a series of five around bad advice that we're given as entrepreneurs in this first one is listening to all advice. So think about it. Are you listening to all advice? How do you stop? How do you only listen to the to the advice that is valuable from your circle your people The people on your team and the customer that you're focused on serving. If you're not doing that right now, and you're listening to all advice or you're concerned with the criticism that's coming your way, look through this lens. See if this can help you. Thanks for listening