

3-18-20

Sun, 7/19 9:22AM 7:07

SUMMARY KEYWORDS

business, specialist, specialized, understand, robert kiyosaki, outsource, specialize, overarching, work, companies, business owner, delegate, episode, people, perfectionism, order, hire, learned, different facets, gifts



00:00

Hey everyone, welcome to another episode. This is episode number two of a mini series five and total, focusing on bad advice we get as entrepreneurs. And today's topic is called be a specialist. And if you recall, this is from a bit of information that Robert Kiyosaki, author of rich dad poor dad put out. And I wanted to share these five topics with you because they were insightful to me. And so this is number two, number two be a specialist. And so people tell us to specialize now, on one hand, we should niche down our business to focus on our exact customer. Right. Okay, so that we can service that specific customer and that's, that's called, you know, finding your niche. Right, but that's not necessarily being a specialist. Right? Robert Kiyosaki says specialization is not your friend. You may already be over specialized. And so what he's talking about there And then he goes on to say is that many people get into business because they love the idea that they came up with. And we've talked about that a lot, you know, we each have our gifts. And our role is to give our gifts back to the world, right to serve others with our gifts. And so inherently, our gift is specialized. At the same time, though, in order to have a successful business, we can't just focus on that specialty, we actually have to run our business. And so that's really important. And that's what he typically that's essentially what he goes on to say is that we can't stay focused on that specialized offering that we're delivering. We can't, as the business owner and leader, be the one that is very specialized in that area. We actually have to understand a specialty, but we also have to understand how to run a business, how to hire people, how to be a leader of people, how to build relationships out in the community, for example, how to work online We have to learn all of these different facets in order to actually make a strong overarching business. And so that's what he's referring to there. Many people say, just be a specialist to focus in. And you know, only focus on your, on your specialty that you're offering the world. And so when you're creating your

business again, and you're looking at finding your ideal customer, yes, find your ideal customer. But from your perspective, do not only be a specialist in that area, be a well rounded business owner that understands all aspects of her business. Now, you've heard me say it many times on these episodes, that, you know, I am not a social media person. And that's not because I don't like to socialize. It's just because, you know, I get into that idea of perfectionism. And I want to make sure it's said just right. And so then I become a little intimidated by it, and then I freeze and I don't move forward. And so I know all those things about myself. And so I have someone helping me with that. This That mean, though, that I don't understand how to, you know, use the various applications to to stage social media. No, I know how to do that. And I've learned those pieces. Does that mean that I'm not? I don't understand, you know, the the way to use Facebook ads? No, I do I understand those things. But the point is that I've learned it. And I do know it, I know enough to understand the general concept of it. And that if I really came down to it, I could take the time to figure it out. But again, that's one of those things that I've gone and figured out the who, instead of learning all of the house, and so the other thing that that Robert Kiyosaki talks about again, it's that this is the bad advice is to be a specialist is that once we know a little bit about everything in our business, and we understand all of the things that need to happen, we then then can go ahead and delegate those responsibilities to other people. We can either outsource it right and hire other companies to support us, which is great, right, the two other main companies that I'm working with right now are female, lead and and and that's fantastic. I love that. You know, I feel like I'm supporting my peers, which makes me feel really proud and excited. And so hopefully, you know, right you we support each other and that that grows each other's business. But we can also hire people. You know, when I get just a little bit bigger, I'll probably actually had some headcount to the company actually, not probably I definitely will. And so, you know, that's whenever I know how to do things, I have to train someone on how to do what I want done. But at the same time, I've delegated it out. Why? Because if I'm the only person, and I'm specialized only, in providing coaching to people, I can't run the business that supports legend. And so if I can teach all the other people that I want to bring on board or if I want to partner with other companies to have them help me, now I actually am going to have a strong business. I'm not just going to be a small business, right? I'm not just going to be just an entrepreneur, I'm going to actually own a business because every everything's going to be Working and then it's going to be functioning effectively. And I'm gonna have a sound business, I'm gonna have an overarching process internally that I've created that will propel legend forward. And that's exactly what you're looking to do within your organization. Okay, and we've talked about that so many different pieces and parts. But I really think that this bad advice number two, that everyone comes to you and says, Be a specialist, be a specialist, be a specialist, is really important to step back and think about the fact that we do need to know and understand all the pieces of our business to a degree, it doesn't mean that we need to be able to do it, it simply means

that we need to understand it enough to then hire the right people to do it. Because once our business starts to grow, we want to be able to hire others or outsource some of that work in order to allow us to run our business and not just be the Dewar. Okay, or the hands. Right go back to that episode, the head, the heart and hands we can only be the hands in our business, that's specializing, we have to be a business owner. That means we have to understand all the aspects of business, right? The money, the income, taxes, you know, having a CPA, all of those different things that come with just running a business. We have to know those things. And we have to manage it if we don't understand those things, and we don't start laying that foundation. And we only specialize and coaching people, for example, in my business, if that's all I did, I wouldn't have a business. You can't do that right? In your business. You can't do that. You've got to find others and you can't just specialize in your overarching business, you've got to know it all. So I wanted to share that with you. I found that again, I found all five of these really impactful I'm excited that I get to share a new one with you every day. Specialized when it comes to creating your customer avatar, but do not specialize when it comes to running your business. understand all the aspects so that you can outsource it hire people and grow your business because your rate limiting Step will be you if you don't do that.



07:03

I hope that helped. Thanks for listening