

# 4-14-20

Sun, 7/19 9:31AM 11:44

## SUMMARY KEYWORDS

entrepreneur, business, legend, team, hire, successful, building, brand, payroll, focus, bookkeeping, gift, taxes, robert kiyosaki, create, talked, mission, test, pay, additional headcount



00:00

Hi, everyone. Welcome to another episode.



00:03

Today is number two in a three day mini series, focusing on the three keys to building a successful brand.



00:11

Yesterday we



00:12

talked about building your brand by focusing on creating the proper mission, which is a combination of spiritual focus and financial focus,



00:21

right? If you haven't checked that out, go listen to it.



00:24

Today is key number two, which is focused on your team, building a proper team. One of

the things that Robert Kiyosaki says And again, these three keys of building a successful brand is coming from Robert Kiyosaki. One of the things he said regarding teams is that the interesting fact that he says entrepreneurs play the sport or the game of business alone. Right? If you think about that, that's true. as entrepreneurs as we start out as entrepreneurs, we are alone. We are it We are the only individuals focused on building what we want to call a business,



01:05

right?



01:06

Not until we add other people can we truly call it a business? Because then the ownership doesn't just fall on our shoulders as an entrepreneur, but it really is a business which is a team effort. And that's what Robert Kiyosaki talks about four key number two, again, is building the proper key. And that he said few people considering building a powerful and successful business think that this lesson on teamwork is critical, but it is because you can't do it alone to create a successful brand. It requires you bring on other people. Now I've done other episodes for this podcast talking about how you hire the right people for your for your business, and that they are a representation of your brand, right? And that you want to hire people based on you know their core values and what they can bring to the table from an interview. perspective, you know, do they have integrity? Do they focus on the same mission? Do they believe the same things you believe? Because you can teach them how to craft a proper email, right? You can teach them how to answer the phone correctly. But you can't teach them how to have integrity. That's just something that they have to inherently have.



02:21

Right? So we've talked about that.



02:24

But the cool thing that Robert Kiyosaki talks about is that, again, to create a brand and to create a business and to go from an entrepreneur, to truly running a strong business. It involves your team. And the other thing that he talked about that I thought was really neat was the fact that he said, You know, when you're in school, you take tests alone. And

that's right. I mean, unless you have an open book test, because still, that's that's one, you have to use your own notes, right. And as entrepreneurs when we start our business out, being an entrepreneur, we are are taking that business test alone. But when we truly create a business, and we create teams, then we're not doing it alone, we get to take the test as a team. And if we're still just an entrepreneur, we're actually taking that open book test, using only our notes as opposed to using the notes of the team that we've created, and amassing



03:23

those notes to pass that test.



03:27

He also talks about the fact that our team just



03:30

isn't made up of people that we've hired. And I would agree with that. You know, I have someone who does my bookkeeping every month, I have someone who does my taxes. I have someone who, you know, does all of my digital content for me. I have someone else who does all of my social media marketing, right so that right there I have three different individuals and three different companies that I they don't work directly for legend per se. They're not on my personal payroll, but I do pay them to take care of all the peat, all of those pieces that involve, you know, taxes, bookkeeping. Eventually, when I you know, add some additional headcount directly, they'll handle my payroll for me, because that's what bookkeeping does. So I'm laying this foundation to help continue to grow my business in the right way. And they are my team. They may not be directly on payroll, but they are my team. And so collectively, those three individuals are now part of the legend team. That helped me take the open book test, and we can amass our notes and the business becomes stronger. So that's what I want you to realize today is that you have to build your brand, you have to create a team, it can't just be you. But creating a team doesn't just have to be people that you hire, that work directly under you that you supervise directly that you pay their payroll and all the different pieces of having someone work under the brella have your business, right? At the same time, you can hire people, other companies that can work for you that are part of your team that you pay that now they take you from the focus of just being an entrepreneur and doing every single thing yourself, to having other people that help you from a company perspective and create you and you are now a business. And, I mean, most of us like the idea of being an entrepreneur, I love the idea

of the freedom and the creativity that comes with calling myself an entrepreneur because it's true. Okay, but as far as legend is concerned, it's a business. And I want it to be seen as a business, and I want to have a strong, successful brand. And to do that I've got to put together all of the tools and the people and the resources that are going to help this business grow. Because I know a lot about business processes. I know a lot about people leadership. I know a lot about coaching. But I don't know a lot about taxes. I know enough to try to get out of, you know, keep myself safe and I get in trouble. But I don't know all of the important things that deal with that. Nor do I want to, quite frankly, because that's not my gift. I'm going to pay somebody else. That is their gift, right? And we've talked about this all the time. Hire that know the who, not the how, so hire someone to help you. Okay, I know the who, for my taxes. Okay, so I pay him. He's amazing. He does a great job. And and I move forward. Because now, legend doesn't have to worry about getting in trouble as a business. From a tax perspective. Like gives me peace of mind. Now I can focus on my gift, and I can move legend forward. So do you see how all this ties together? Right, think about it. There's a couple of key pieces here. We have to be a team we have to have a team in order to pass the quote unquote business tests. Come in hit us in the face. Right? as entrepreneurs, it's harder. We only have ourselves. If we're trying to create a successful brand. We want to be a business. To be a business key number two from Robert Kiyosaki is to create a team. And you can create a team in two ways. And you can do both of these things. At the same time, there's nothing wrong with doing both. We find the who, not the how we shouldn't have to know the how of everything in our business. We can't, because it takes us away from using our gift that is solely ours. And the reason why we created the business in the first place, okay. So we're finding the who's now the who's can either be other businesses that you bring on to take care of various things. Again, I gave you my examples, bookkeeping, in taxes, you know, digital content, and all of my coffee and marketing. Okay, so I have three groups of people. Take care of those things for me. They don't work under the umbrella of legend. They're their own companies, but their individual businesses that helped me do those things. So those are the people that are on my team. Now, I'm focusing on other people coming onto the legend team that will fall under the umbrella of legend, and they will be employees of legend. And that's part of my team as well.



08:23

And when I hire them, they're going to also represent the brand.



08:25

And so I'm going to hire them for their internal capabilities, and their mindset. And you

know, the core values that they bring forward, their leadership skills, as well as potentially some of the other skill sets that they have, but I'm gonna hire four core values and the internal leadership skills first. Okay. And collectively, I'm going to build this team that's going to take legend from solely being this entrepreneurial idea into a true business, which it already is right but I'm going to continue to push it Ford and do these key things because as I take the test of business, I don't want to take the test alone. I want a team around me that can allow the total team to pass this significant test to grow this business to build this brand. Because at the end of the day, there are two things that I want to accomplish and it goes back to the mission, right? I want to serve others legend exists to help other female business entrepreneurs, leaders and owners in the healthcare space, propel their businesses forward by improving their process Foundation, and the people foundation. That's what I do. That's what legend exists for. Okay, I want to help female business leaders in the healthcare space, move their business forward. And, and I exist for that. That's my mission. That's what I believe in. That's my gift. And I want legend to be successful and pass all the tests so that I can continue to help more women because



10:06

I firmly believe that if I don't help them,



10:09

they're not going to be as successful I, my gift is needed out there. Your gift is needed out there. That's why you're listening to me, you want to build a successful brand. So think about today, this is your challenge for the day. How do you build a successful team? Maybe it's just a simple mindset shift to realize that you already have a team because you have external people supporting you and helping you.



10:31

And that's a team.



10:32

So breathe a little sigh of relief, you're not alone anymore, right? You've got this team built because you're paying these other companies to help you be successful. Awesome, right? If you feel like you want to be an entrepreneur, that's perfectly fine. You can continue to be an entrepreneur. But I would encourage you to think about what other people you can

bring on even as other businesses to help you continue to be successful as you move forward with your brand because you can have the entrepreneurial spirit Spirit. trouble speaking this morning, I think entrepreneurial spirit. Right? But But that doesn't mean that that's going to carry your business forward. And I want you to be very cognizant about that because your desire to be an entrepreneur, shouldn't Trump the fact that your business needs to be a business in order to successfully serve the customers that you're focused on serving. All right.



11:24

So I'm going to leave you with those pieces.



11:26

That's your challenge for the day.



11:28

Have a fantastic day. I look forward to talking with you tomorrow. Tomorrow is the very last episode in this mini series of three. Right And so we've talked about mission in team tomorrow we are going to talk about leadership.



11:42

I will talk to you tomorrow.