

# 9-10-20 Get Out of the Creative Space and Pick One Pathway

Wed, 9/2 4:44AM 6:59

## SUMMARY KEYWORDS

legend, creative, learn, business, idea, legendary, email, perfecting, wanted, execute, business leaders, talk, offer, place, folder, multiple iterations, boil, piece, product, mistakes



00:00

Hey everyone, welcome to another episode of legendary leaders. Today, I want to focus on your focus. That's what we're going to talk about today is how how you focus your attention and where you focus your attention in order to really get the results you're looking for in your business. You know, when I sat down and started legend, when I thought about legend and tried to formulate exactly what I wanted to do, probably very similar to you. I've had a couple of things happen. Number one, I've had multiple iterations of exactly how I want to move legend Ford in the world of business, right, who I wanted to serve and how I want to serve them, and what products and services I want to provide, right. So I've gone through some iterations as I've learned and grown through that. But the other thing that happened to me is really what I want to talk about today. When I sat down and sort of legend because I was trying to be so creative in my thought process, right? I was so excited to be, you know, an entrepreneur. We're at the scale that I wanted to go to. And I really want to own business and have that freedom and independence, right? All the things that we talk about when we see our legendary lives in our mind, your the life we want to live. And, and we see this amazing situation. Well, when we allow our minds to go to that creative place and that exciting place, what tends to happen and what I saw happening myself and I've seen happen in clients and friends, is the fact that we tend to sometimes stay in that creative space. We're trying to solve what's happening in our business, and we're trying to create our pathway. But at the same time, we're still trying to be creative about it, not definitive. So let me walk you through it. So I had tons of great ideas. Whenever I started legend, now I still have great ideas, but I handle them differently. So let me walk you through what that looks like. I mean, probably had 20 or 30, like amazing ideas of K Legend's gonna do this. And then we're going to do that. And then

we're going to start this piece over here. And then I'm going to talk to these groups. I'm going to travel over to this place, and I mean, just, you name it. If I saw somebody doing it, or, you know, I got an email about looking into something or attending this conference or scheduling participation in this event. It didn't matter. I started soaking all of that up because I started saying, Okay, well, I need to learn that because legends going to go do that at some point. Now, the, the place that I went wrong, was that I would take all that information, and I would say, Okay, well, next year, we're going to do this piece and then in six months, we're going to go do that. And it was nuts because I had to find my ideal customer. I had to perfect my conversations with them. Also. You know, had to learn all of these pieces about the fundamentals of a business. Meanwhile, on the side, I'm learning, you know how to do a membership or, you know, create a live webinar, or creative workshop, right? I'm coming up with all these different things. I can't even think of all the things that I looked into. I mean, it's boggling I have tons of notes and emails, and just references and like, really cool. Oh, that's awesome. Let me hang on to that. That's where it was. I was nuts. I mean, I was absolutely crazy. In addition to trying to figure out how many courses I was going to build, you know, where I wanted to start first and oh, should I start over here? But wait a minute. What about that? I mean, I would jumble. It was insane. I was confusing so many pathways, with what are really needed to do in that moment. Trying to boil the ocean. You know, and you'll hear me say that all the time I tried to boil the ocean, you can't boil the ocean is way too big. But that's what we do when we get so excited as new business leaders, we want to do it all because it's exciting. And we want our businesses to be at the forefront of everything in the industry. And, and I love being creative entrepreneurially It's fantastic. It's exciting, right, but I had to draw the line. I had to put that line in the sand and I had to actually get to work. And so just like that episode that I did recently, in that mini series on the top 10 mistakes that female business leaders make that prevent them from getting to a million dollars plus, right we just finished that a few days ago. Just like that example about taking action, it was the same theory.



04:54

You can get excited about things and you should be you should be excited about your business but you Can't go try to execute everything. So you and I both know that when you try to do everything and plan everything, you're never going to get live to live out your dreams, because you're creating and planning you're not doing. So here's what I want you to do. I want you to still be creative and plan. But what I want you to do is I want you to create an email folder in your email box that says future ideas. And for every email that you love an idea about or that you want to pursue, but you can't do it today. file in the folder. It's going to help you do two things. Number one, you can still say, hey, okay, I have that idea. It's not lost, I can come back to it later. So now your brain can let it go. You have peace and you can walk away from that idea and you'll get back to it later. The other

thing it's going to do is it's going to cause you to not spend time developing a strategy around an idea you can't tackle six months from now this year or whatever in the first place. that quite frankly, may very well change six months from now as you continue to change and grow your business. Okay. So don't waste the time developing a strategy that you may never need or may never execute. Hang on to the idea. Come back to it later. focus right now on crafting the best offer, you can come up with finalizing exactly who your avatar is, and finding your target customer, perfecting your product, perfecting your offer driving traffic to it, and validating your exact product, validate your product and your offer. That's what you need to be focused on right now. That's what I had to learn the hard way. It took me much longer to get legend off the ground. So learn from my mistakes and my, you know, my squirrel moments of me trying to boil the ocean and solve every problem. Because I want legend to be amazing. It's amazing. It's going to continue to be amazing. But there's a process and there's a priority. And we've got to get out of the creative and into the action. All right. So if you're struggling with that, that's my challenge for you today. Go and be legendary.