

9-6-20 Action is Required

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action, business, talking, dewar, generate, revenue, visionary, create, women, person, implementer, tomorrow, formulating, little bit, idea, work, research, step, sit, execute



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Hi, everyone, welcome to another episode



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of legendary leaders. We are currently talking through Episode Number nine, out of a mini series of 11. We're talking through the mistakes that women business leaders make that prevent us from taking our business to over a million dollars a year in revenue. These are some pretty fundamental things that we've been talking about. But at the same time, they are very impactful. I think you will agree with me on that. And so we have talked through mindset. We've talked through knowledge, we've talked through, you know, limiting beliefs and actions, and so on and so forth. But today, I just gave it away. It was one word that's super important that we're going to touch on today. And that word is



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action.



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We've talked through a lot of different pieces, but today we're going to talk about Action. Action generates results. All right. So let's think about it this way. You know, Imagine again that you have an amazing idea. We talked about that light bulb moment yesterday, right? An amazing idea.

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But

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what happens?

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You have an amazing idea. You know what's going to sell you do you do a little bit of research you look into it sounds really good. Oh, I would really like to have the life that goes with it. I really love to have the impact that comes with starting that business. But what happens? You're not like the lady in the last episode that goes ahead and starts moving forward and quits her job. Nope. That because that was action. What happens is, you in this instance, take no action, you Daydream, you desire, you want all of the things that come with starting that business. And you can see the impact that your business will have on those customers and the problem that it solves. You can envision all of that. But what happens is, that's where your actions stops, the action takes place in your brain, but it doesn't take place anywhere else in your life.

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And that is what causes

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us to not actually take and create a business that generates revenue. Because we actually have to create a business. In order to do that, we have to be able to push forward and take the proper steps required to move the business down the path that it should go down.

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Simple things like

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sitting down and looking at email marketing tools. I'll get to that tomorrow.



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I just don't i don't want to deal with that today. I've got too much going on.



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I'll get to that tomorrow. You've already done the legwork. You have a phenomenal idea. You've been talking to people about it, you're talking to people in Facebook about the potential need even right as part of your market research.



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But



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to take the next step and generate additional revenue,



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or maybe



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you have a little bit of money coming in here or there.



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You know just because of word of mouth. You'll Sit down and provide the service that you offer to a few people. But to really move forward means that you have to take action and put together your true business. And that's just something that not a lot of women will step forward and do. And that's what's holding them back from hitting the revenue that they could deliver in that business is like daydreaming, but no action. action is required execution is required to create a business that generates that kind of revenue. And I know that makes logical sense. If you step back and think about it, and the way in which I'm

describing it to you now you're like, well, Doug, Katrina. I mean, you have to do something to get the business off the ground. But I'm talking big steps right now. Right? I'm talking pretty major steps. It could also be the simple fact that you need to prioritize your schedule every single day to do the right work. And you are avoiding doing that. You don't want to take the action to focus on the right pieces of work. It could be that, you know, you need to dedicate a week to really formulating some additional plans and then taking action on them. You spend Monday formulating the plans, Tuesday, Wednesday, Thursday, Friday doing all of the work to bring it to fruition. You know, for example, that I create courses. So if I want to create a new course, I need to sit down and block off the time to take action and create that course. If I want to generate revenue,



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but if I don't ever schedule the time in order to take that action,



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that course never gets created. And then I never generate the revenue. Nor do I More importantly, have the impact on the on people that I should have. I should be helping them solve their problem right in their business. But if I don't create the tools and the strategies that they need, they're never going to get that. That's what I'm talking about relative to action. It can be significantly large like moving Going forward and creating your LLC, it could be moving forward and getting the tools that you need in place. It could also be setting the right price, or doing the research. It could be creating your next line or picking your one key product or perfecting it. All of these things are actions that we must take in our business. And if we only halfway do things, we're going to only halfway get results. And that's what a lot of us are settling for right now in our businesses, we're settling for halfway. When if we would simply commit to taking the proper actions at the right times, we would absolutely be generating the revenue that our business is capable of generating. Now I'm not saying what you deserve. I'm not saying what you should go seek to get. That's not that's not what I'm saying at all. What I'm saying is that you could actually generate in your business because it is possible because your business is capable and ready to be able to go to the next level your ideas Is that good? The problem that you saw is that important. But there's this fear. Right? I get a lot of questions related to this one, it's, you know, ah, what if I mess up, right is the perfectionism sneaking in again? So I don't I don't want to take action because what if I mess it up? Well, I just want to make sure that I've looked around every corner. I mean, I don't want to have any blind spots, Katrina, I want to make sure that I've looked around every corner. And this is the path I need to go down for sure. Right, so what do we do? We keep thinking and looking but we

don't act. And you know, what, what if ideas, just stupid. I mean,



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I don't want to get out there and put an idea out there. That's stupid.



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All of these things and more are things that I have heard women say about their business and their ideas and what's holding them back from actually taking action. You need to move Ford in the space



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of taking action.



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The worst thing that can happen is that it doesn't pan out. But if you're smart and you understand finances, and you don't quit your job tomorrow, and you don't invest every penny that you have you do the research, which is action, right? And you do all the pieces in the right order, you're gonna answer these questions automatically. You're going to find the answer before you get too far down the path. But the only way you find the answer is through action. You can't sit every day and think I wish I would have I wish I would have started that business. I wish I would have gotten that that idea out there. I wish I would have done that instead of, you know, helping a few people here and there. What if I would have been able to help? You know, thousands 10s of thousands, hundreds of thousands of people with my product. I just didn't write this think about the fact that your action actually improves lives. So instead of being afraid to take action, and putting yourself out there, be more afraid of the lives that will not be improved, because you didn't move forward. See it that way. Because to be able to generate the revenue that you want to be able to generate to become one of those businesses that that generates revenue over a million dollars, and you can do this, you have to take action, you have to get out of the space of visionary planning, and you must do something you have to execute. Right? The other thing that I would tell you, and there's a book called rocket fuel, and it talks about the fact that there has to be two components in a business for it to be successful. One is the innovator, meaning they come up with all the ideas so the visionary, and the other component is I can't remember the term that they use off the top of my head, but it's

essentially the Dewar, they're the executer to the implementer.



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Okay, you have



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to have an innovator and an implementer. In your business, and if you are an innovator, then you need to find an implementer to take action in your business for you. It's what rocket fuel says,



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okay?



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conversely, maybe you're a Dewar, you're an executer, but you're not a really good idea creator, that's fine. Find somebody who is come together and build this business. I see a lot of women who have a great person beside them, even if it's a mentor, telling them that they can do XYZ and how to do it. And they they bring someone in to get that work done, because it's just not their natural state. So you have to understand and look within yourself to say, am I an you know, am I a visionary person? Or am I Dewar, you have to know which one you are. Some of us very, very few of us, but some of us are a little bit of both. And that's what you know, you you can be that one woman show to a degree, as we've already discussed to a degree and really take your business to the next level. You can absolutely do that if you have a little bit of both And then you bring on the right people at the right time. But if you're solely visionary, you're not going to take action, and you've got to take action to move your business forward. So maybe the resolution for you is to find what you would call in the business world, an operator, someone who is a executer. And they will get your business to execute. Maybe it's your spouse, maybe that's one of the reasons that you all have a great marriage. Or maybe it's your best friend. That's why you have such a good relationship. One of you crazy ideas, the other person actually goes and implements the idea. And if that's the case, you need to find someone like that. Maybe it's your spouse, or your best friend or whatever, and you work on this business together. But at the end of the day, you have to look in the mirror and you have to ask yourself, Am I taking action? Or am I making excuses, that's causing my business

not to grow? And maybe you're an action oriented person and you're you're not being visionary. So you're being blinded and you're not sure of the next thing. You need to take and that can be a coach. But at the end of the day action and proper action has to happen if you're going to generate the revenue that you absolutely can make in your business. This is one of the mistakes that women make. This is one of the 10 common mistakes that women make, that prevented them from getting the revenue that they deserve a million dollars plus in their business, and that they don't take action. So I want you to look in the mirror and decide if that is you. And if that is the case, I want you to solve for it. I want you to put action in place. And I want you to solve for the fact that you're not taking action and the first step is admitting that you're not. And the next step is either finding away within yourself or bringing in someone else who can support you down that pathway. I look forward to connecting with you tomorrow to talk about our next mistake that we make as women that prevent us from getting the revenue that we could absolutely generate in our business. Go and be legendary.