

5-12-21 Small Business Owners--Avoid the Perfect Way

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Hey, everyone, welcome to another episode of legendary leaders. I'm excited to have you here with me in the month of May to talk about things related to small business ownership, the obstacles that we face, the key things that we need to be thinking about in a small business situation that really will help us be successful. The things that we probably know already, but we sometimes need other people to validate for us, or we just need someone to remind us that yeah, that is right. That is the path that I need to be going down. And so today, I want to talk about this is the perfect way. How many times have you heard someone say, or have you thought in your own business? This is the perfect way. just pause for a second, I want you to think about it. You know, we all struggle in our businesses from inception, from the idea that we had for this business until we take it well into prime, right or being a mature business. It's rocking and rolling, and just is right where we want it to be. We're constantly striving to get it to a place where we're like, oh, it's perfect. I finally figured it out. Right? It's like working that Rubik's Cube, you're trying to match up all the sides, and keep trying, and we keep trying, we're twisting and removing. And we can't ever quite get it. But we're always aiming for that perfection. And so there's going to be a time in your business if you haven't already achieved it, where you're like, ah, I said, That's perfect. I found it is perfect.



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And what happens is when we think we found the perfect answer, we work diligently to

stick with the perfect answer. Think about, I'm just going to keep it very simple. Think about someone who owns a landscaping business where they go around and it's primarily mowing, trimming, edging, all of the things to keep our yards and our grass and our shrubs and trees looking just impeccable. Okay, when we first start in that business, let's say you and I own these businesses, we own the same one. And we're going around, we're trying to figure out the best way to mow the grass that looks perfect and has the look of freshly mowed grass. And you know, it just it has the lines in it and it looks perfect. And the shrubs are all trimmed up perfectly and the trees are just right. And, you know, we're aiming for that image in our heads. And sometimes we can get it there. Sometimes it takes us a while because we have to, you know, trim things down and get a yard under control. For example, we've got to reseed some things. But once we start to figure out the patterns, or the best way to take care of everyone's lawn, we say, I found the perfect way, I'm going to mow this person over here is going to do the weed eating and trimming, this person is going to handle the bushes. this other person I'm going to bring in they're going to spread the palm straw or the mulch or whatever it is in the flowerbeds. And we've got to process in a system, we're always going to do it this way. And so they come in and they do it that way. Well, that's their perfect way. But what if someone else comes in? And they have an even better way? Let's say it's better equipment? Let's say it's faster. Let's say it's cheaper. You know, all of those things are the things that matter when you're talking about a service, right? Money, speed, and the way that it looks right the quality of the product. And let's say someone comes in and can do it a little bit better. Well, the problem with thinking that we have the perfect way is that we're never looking around to say, oh, how is the industry changing? How is my customer changing? And what is my competition doing that I need to look at because maybe my way was perfect. Six months ago, there's all these new things happening. So I need to make some adjustments. Let's say for example, right, and we've been working through COVID. Let's say for example, that, you know, before COVID, people just played outside in their yards or whatever, it wasn't a big deal. But then during COVID, everyone was at home, everyone was going to be in the yard. And people even started growing their own vegetables, right. And so now, if I own a landscaping business, I've got to figure out how to make sure that I help not destroy the vegetable garden and I've got a trim around that make sure that I don't spray any chemicals close to it. And so there are some things that I have to grow through and change. But I'm not going to recognize that and I'm not going to be ready to offer that to my customer. If I'm not staying close to what's happening in the business in the industry. And then therefore my business is probably better said and I just want you to think about that. This happens to all businesses, not just small business owners, but small business owners are at risk of taking this idea of I found the perfect way and sticking with it so much that when we don't look around when we don't adapt and change. We lose our businesses. Small Business Because the revenue is low because the headcount is low, we're at a higher risk. If you're a small business owner, small business owners are at a higher risk of going out of business.

Because there's less wiggle room. If I am a landscaper, I've got essentially one product that I'm going to offer. And if I have someone come and beat me at that product, I'm out of business. So I can't ever say, this is the perfect way and stick with it. I can't. You can't. You have to constantly be growing and changing, you have to constantly innovate. And what does that mean? innovation means what other things could I offer? What other ways could I please and just completely blow my customer away? How can I create these raving fans that there's no way they would go to anyone else, because they know how well I take care of their lawn, I never damaged their sprinkler system, I always help them, you know, adjust or do whatever I can with a sprinkler system that's appropriate. You know, maybe that maybe I do that. I handle all the mulching, I handle all the trimming, I take care of the trees, I let them know when there's an issue, maybe there's a fungus or something growing, I do all of these things, I am so important to their lawn care that I care for their yard, like it's my yard.



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And because of that, I'm always doing all the research. And I'm figuring out what they need, what all my customers need. And they there's just no way they're going to go to anyone else. Because I'm not worried about the perfect way anymore. I'm constantly innovating because my customer yard is my yard. And I see it that way. So it's less about perfection. It's all about the service. And it's all about constantly innovating to be the best service provider that I can be to my customer. And that's where I want you to be today. That was what that whole example is all about. I can't get lost in focusing on the perfect way that I found. I have to constantly be looking around and growing and changing so that my raving fans stay raving fans. And I can keep being the best provider to them possible. Because I'm giving them everything that they need. And there are some things that I'm giving, they didn't even know they needed. And that's even better. So don't, don't focus on perfection. Focus on being the best service provider that you can to take care of your raving fans giving them things they didn't even know to ask for watching the industry, watching the businesses around you, watching what your customers asking for or what you're seeing happen in the business and just step up and start doing it and trying it out. offering it and then no doubt you will stay on the front end of being in demand. And you'll create even more raving fans. And that's critical for a small business, not just to survive, but you want to thrive. And that's where we want you to be we want you to thrive. No matter what's happening in the economy, or what's happening in the city or the town around you. We want you thriving and that's one of the key ways to accomplish it. How will you thrive right now? How will you move away from this is the perfect way if that's where you are right now into I'm gonna stay on the forefront. I'm creating raving fans. And I'm going to make sure that I am the best service provider or provide the best product imaginable. And there's going to stick right with me because I'm always focused on what

they need. All right. Go and be legendary.