

Yes U Can

THINK LIKE A CEO

Get off the hustle hamster wheel, explode your profits and enjoy your life

INTRODUCTION

Two years ago, Cynthia and I were sitting at my kitchen table having coffee. She was at her wits end. After 10 years of trying to build her legal practice, she was ready to give it up and go to work for someone else.

I realized I had seen this too many times before.

Cynthia was exhausted, with dark circles under her eyes.

She was hustling to keep her employees employed.

Her business wasn't profitable.

She worked long hard hours with little show for it.

I've been in business for more than 35 years and, sadly, I've met too many business owners just like Cynthia! They started their business because they had a passion to help others. Yet, as the business grew, it became a time-eating, profitless monster.

Let's go back in time... why did you start your business?

Perhaps...

- You were an employee and then realized you could do a better job
- You bought the business where you worked
- You were unemployed and needed an income
- You were tired of corporate nine-to-five
- You never really fit into a regular JOB (that was me!)
- Your side hustle turned into a full-time job.

Whatever your reason, my own research shows that your main objective for starting your business was NOT money. Your objective was not that you wanted to be paid more and it wasn't that you wanted a regular paycheck.

The main reason most entrepreneurs start and run a business is FREEDOM. The freedom to be themselves. The flexibility to work how they want. The freedom to work when they want. The flexibility to work where they want. They all have this dream of more freedom and flexibility.

But is this how it turned out for you?

Do you have all the freedom you imagined when you started your business?

Sadly, too many business owners don't enjoy their business or their life. In fact, they've told me that they feel like an overworked, underpaid employee.

They feel exhausted just looking at their ever-growing to-do list

They worry that, despite their years of hard work, they are not making enough profit.

They sacrifice time with friends and family because their business needs them 24/7.

Yet despite those emotions, these business owners are driven to accelerate the growth of their business – to increase profits and to make a bigger difference in the world.

If this sounds familiar... then this chapter was written for you!!!

People tell you all the time how amazing you are (and you probably don't believe them). You are super passionate about the work you do and yet you wonder why you can't seem to have the freedom you truly desire! You might be a solo consultant or coach. You might be a B2B service provider. You might even be a professional such as a lawyer or financial advisor.

Are you puzzled about what to do next?

Are you wondering how to take your business to the next level and truly enjoy your life?

Are you ready to step into the role of CEO of your business?

Just to be clear, when I'm talking about a CEO, I'm imagining a leader with a specific direction and intention for growth – not a stuffed shirt sitting behind the big, polished desk of a multinational corporation.

Googling the term reveals that a CEO is a “chief executive officer, the highest-ranking person in a company or other institution, ultimately responsible for taking managerial decisions.” And interestingly, other articles that appear near the top of the Google search are all related to leadership! Thinking like a CEO is more about leadership and vision and less about being the boss.

I wrote this chapter for ambitious and growth-minded entrepreneurs who are at a crossroad – for those who aren't satisfied being overworked and tied to their business and for those who want more enjoyment from life and their business!

In the next few pages, I'll share highlights of how business owners just like you have started doing business differently, with the result that they accelerated their growth, exploded their profits, gloriously stepped into their role of CEO, and now truly enjoy their lives.

No such word as CAN'T

As a child, I had a pony named Janie. I used to fall off Janie ... a lot!!

Every spring, Janie would feel really frisky. She would buck and kick and I would fall off. Very quickly, I learned that I had to dust off my britches and get right back on that pony and try again.

You see... my mother didn't believe in excuses. It didn't matter what the excuse was. When I would make up some reason why I couldn't get Janie to do what I wanted, she would say, “*there's no such word as can't.*”

My mother knew that when Janie and I were in sync – in unison and in our zone of genius – we would win ribbon after ribbon in competition. She saw the potential. This was her way of encouraging me not to quit.

From an early age, my mother instilled in me a mindset that if you put your mind to it, it's figureoutable (thanks Marie Forleo for that word)! In other words, there are no excuses. Everything and anything can be accomplished.

Years later, I wanted to attend university, but my parents simply couldn't afford it. They didn't even have the money to give me bus money! But I figured it out.

Summers, I worked teaching horseback riding. During the school year, I had a job in the map library (yes, back in the 70s there was such a thing). I figured out where to live cheaply. I figured out how to get student loans, bursaries and other monies to pay for my education. Not only did I figure it out and graduate with a BA Honours, but I graduated without any debt.

In 1994, I decided that I would open a retail gift store! I even went out and knocked on the door of a property and asked the owner if the building was for sale. Did I know exactly what I needed to do to make the store successful? NO.

But I figured it out. I said yes to opportunities and no to complexity.

In hindsight, what my mother really taught me was how to be an entrepreneur!

Entrepreneurship isn't just about being good at what you do or having a passion – it's about having the courage and resilience to continue the journey despite challenges. It's about knowing when to shout a resounding yes – and when to say f**k no.

It's about having the drive to succeed even when there are roadblocks.

It's about figuring out how to go around those roadblocks and continue down the path to Successville*.

If you're reading this, my guess is that you are an entrepreneur and you already know how hard it can be. You see the hustle and hard work that others put in, but you don't give up! You don't make excuses! You're driven and growth-minded to succeed. Congratulations!

Believing that YOU CAN is the mindset that you'll need to emerge as the Profitable and Aligned CEO where your business:

- Becomes the obvious choice in your industry;
- Lands high-paying clients; and
- Allows you to reclaim the freedom in life that you truly desire.

YES U CAN DO THIS

5 Core Entrepreneurial Tasks

The biggest problem for most entrepreneurs is that they feel overwhelmed by everything they think they should be doing. Entrepreneurs are typically very creative, so they have trouble focusing on exactly the right activities that will grow their business, without the hustle.

That was me when I started my retail business in 1995. To be truthful, I had no right starting a retail business...

- I had never worked in retail before
- I had never hired an employee before
- I had never bought inventory before
- I didn't know the first thing about running a store!

But I figured it out.

I learned that 5 Core Entrepreneurial Tasks are needed to keep our businesses humming along. But where we spend our time is the key to getting us off the hamster wheel.

5 Core Entrepreneurial Tasks



 **DianaLidstone**
The Entrepreneur's G.P.S.

Here's a brief description of the 5 tasks:

1. **Administration and Operations** is just that – any activity that is related to the operations of the business; it might include bookkeeping, human relations and staffing, finance, etc.
2. **Customer Service** is dealing with any customer-related issues that might arise, including keeping customers happy so they become lifelong customers.
3. **Customer Fulfillment** relates to fulfilling orders and directly working with customers on those activities. For a solopreneur, professional, coach, or consultant, Customer Fulfillment is doing the actual coaching or consulting.
4. **Marketing and Sales** are activities that attract and captivate prospects, cultivate or nurture them into clients, and then convert them into clients. Activities might include marketing strategy implementation, blogging, networking, speaking, and – lastly – having sales conversations or presentations to transform a prospect into a paying client.
5. **Business Growth and Development** are actions related to the development of the CEO into a leader or the growth of the company. These might include improving skills, planning, or strategy days, etc.

So, let me ask you ...

Where are you spending the majority of your time?

A typical start-up entrepreneur spends the majority of her time on Administration and Operations and the least amount of time on Marketing and Sales! In other words, the business owner is the “DOER,” probably wearing several hats. Unfortunately, this doesn’t allow enough time for marketing or business development, which are the true drivers of growth.

When I started my retail store, I was the Chief EVERYTHING Officer. I did everything: ordering inventory, hiring staff, and making sales. I was the marketing officer, strategic planner, and ... toilet cleaner. However, I soon learned that in order for my business to grow and become more profitable, I would have to learn to shift my focus from doing everything to doing only those things that were in my zone of genius.

It took a major shift in my thinking to say no to some activities (like bookkeeping and other operational activities) so I could say yes to more marketing (which not only drove business growth but was my zone of genius).

In my last few years of owning my store, I was able to think and scale more like a CEO, with the majority of my focus on Marketing and Sales (those activities that drove the momentum of the business) and the least amount of time on Administration and Operations (because I had built an ecosystem to support me).

Take a minute and ask yourself: Where do you spend the majority of your time?

Put a number from 1 to 5 next to each of the core activities (#1 beside the one you spend most of your time doing). There are no right or wrong answers – just answers that you can learn from.

- 1. Administration and Operations _____
- 2. Customer Service _____
- 3. Customer Fulfillment _____
- 4. Marketing and Sales _____
- 5. Business Growth and Development _____

Is it time for you to reallocate your time?

Grow-Meter: 4 Stages of Business Growth

We all grow. We come into this world as newborns, then toddlers, teenagers, adults, and then seniors. At each stage of development, we have different characteristics (height, weight); we have different personality tendencies (terrible twos); and we focus on different things at different stages of our lives (teenagers aren't thinking about retirement).

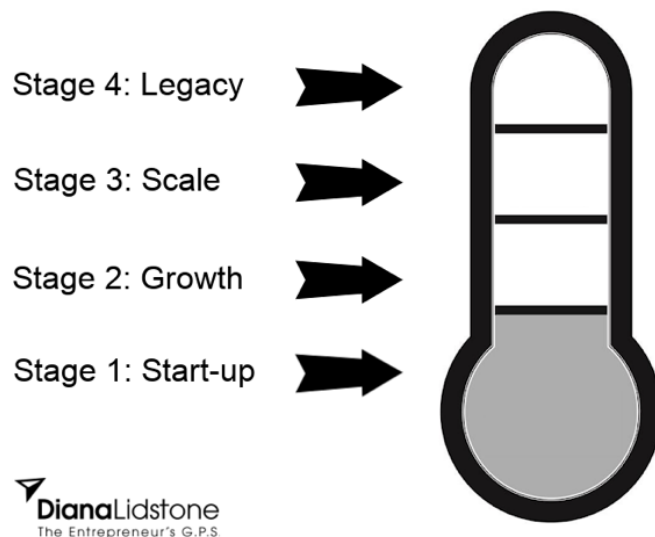
Generally speaking, every business goes through four stages of business growth: Start-up, Growth, Scale, and Legacy**. I like depicting these four stages as a thermometer (see diagram). And just like a newborn, a Start-up has characteristics that are much different than those of a Legacy business. Just a reminder: a business doesn't go to sleep one night in

Start-up stage and wake up the next morning in Growth stage – it's a transition and transformation that happens slowly over time, just like the temperature rising in a thermometer.

Thinking differently about your business, like a CEO, and spending your time working in the right areas of your business will allow you to accelerate growth, explode profits and live the life you truly desire.

GPS Business Grow-meter

4 Stages of Business Growth



If we examine the 5 Core Entrepreneurial Tasks (discussed earlier) and look at these through the stages of growth, you'll understand why successful entrepreneurs are continually learning and evolving.

START-UP

The name of the game at this stage is survival (unless you've had the Good Money Fairy hand you a wad of free start-up cash). In other words, entrepreneurs at this stage are working long hours with very little money, struggling to cover expenses. Typically, the business owner will take any and every sale they can get. Since they have no money to hire staff, they become the Chief Everything Officer.

With respect to the 5 Core Entrepreneurial Tasks, Start-ups spend the majority of their time doing Administration and Operations tasks. They rarely find that they have any time for marketing or business development.

As I'm writing this, I'm smiling as I clearly remember a former client who told me she was working six days a week in her business and had no time for marketing. I thought she must be very successful because she wasn't marketing. But sadly, NO – she was actually undercharging dramatically for her services and had to work long, hard hours to earn enough to live on. She was trapped on the hustle hamster wheel. Working together, we started by dramatically altering her service packaging and pricing. Then she was able to take on better clients and hop off the hamster wheel.

GROWTH

As a business starts getting more and more clients, they enter the Growth phase. Growth can be exciting and overwhelming as revenue soars but so do expenses. At this stage, often there is little profit.

The Growth stage is where many entrepreneurs get stuck and stay stuck.

In the Growth stage, a couple of roadblocks often arise.

- Growth isn't planned; it just happens and not by design
- Hiring is necessary but not always strategic
- Business owner has trouble leading the employees
- Attracting better, high-paying clients becomes difficult when marketing messaging & positioning is confusing or complicated

Again, if we look at the 5 Core Entrepreneurial Tasks, business owners in the Growth stage are often overwhelmed with a massive to-do list that includes Administration and Customer Fulfillment as well as Marketing and

Sales. Marketing and Sales have actually made it to their to-do list because they realize that marketing drives business momentum and growth.

Also in the Growth stage, entrepreneurs often feel trapped by their business. They find that their business is the deciding factor for how they spend their time and energy. The entrepreneur ends up sacrificing family and friends for the business – missing soccer games and family birthdays and taking work-cations instead of vacations. This can be the make-or-break stage – and a critical point – as to whether the owner can actually shift into doing business differently!

Shifting to the next stage of business growth requires what I call “Thinking like a CEO.”

SCALE

Scaling is different from growth! Growth is the increase of both revenue and expenses. Scaling means that there is growth in revenue with little or no increase in expenses. You could call this the PROFIT stage!

Here, the business owner truly steps into the role of the CEO leading an aligned business (and not just another hard working, underpaid employee).

In the Scale stage, the CEO ensures that the business focuses:

- first on marketing to drive sales and growth,
- secondly on Business Growth and Development (of the CEO and the business), and
- lastly on Administration and Operations tasks.

This is almost a complete reversal from where Start-ups are focusing their time.

At this stage, the CEO learns how to:

- **A**lign business growth with their vision of success and with their clients’ needs.
- **B**uild an ecosystem to support the growth, the vision and their customers so that the owner can reclaim their life.
- **C**reate a rinse & repeat marketing roadmap to drive momentum and profit that is aligned with the vision.

I call these the ABCs of aligned business growth. Once you've mastered these ABCs, your business should be able to pass the "hit by a bus" test. I'm not sure who I heard this first from but here's what I mean....

If you walked out of your office door one afternoon to head home and (God forbid) you were hit by a bus ... would your business be able to continue to grow without your presence?

If you answered yes – then you've built and optimized your ecosystem; you've got the right people in the right places; you've created a rinse & repeat marketing system. Your business can truly operate without you being there to make daily decisions. It also means that your business is now something of value that you can sell.

If you answered no, meaning that your business *wouldn't* pass the "hit by a bus" test – then you'll need to make some adjustments if you want to truly enjoy your life and scale your business or take it to the next level.

LEGACY

There are those entrepreneurs who want to leave a legacy and truly want to build an empire. At this stage, the entrepreneur may diversify and create other companies and/or even start a charity or movement.

The Legacy stage isn't for everyone, and I don't spend lots of time speaking about it; however, it can have its own challenges such as:

- Staying relevant in the marketplace (think photocopiers or movie rentals)
- Creating an exit strategy (selling, retirement, etc.)

By the time your business has hit the Legacy stage, you know how to scale, you've built your ecosystem, and your profits are sustainable So what do you do? Anything you damn well want! Enjoy!

Consider the four stages of business growth.

What's your current stage of business growth? _____

Where do you want to be?

Are you where you want to be?

If you're not where you want to be, let's figure out why and create a strategy for change.

Why you might be stuck?

Although there could be lots of reasons why you and your business might be stuck and growth seems to be stalled, I'll focus on the three that I see most often.

1. Focused on the wrong activity

Years ago, early in my coaching career, I met Sylvia at a networking event. She told me how she had just written a best-selling book! I was so impressed! Later over coffee, Sylvia shared that writing a book had caused her some problems! Although Sylvia was in the Start-up phase, she spent thousands of dollars to write and publish her book. She had spent over a year dedicated to the book but had little in the way of clients from her time and money investment.

WHY? Unfortunately, she had been focusing on a marketing activity more suitable to a business in the Growth or Scale stages, not Start-up. She had none of her foundational elements in place:

- No administration or systems
- No clients or audience to sell to
- No programs designed to sell after the book

It was the wrong activity for her stage of business growth.

SOLUTION: Begin with the end in mind (Steven Covey had it right). Create your vision (I call this your Big Picture Vision) and then build your business model and ecosystem aligned with your vision.

2. Marketing isn't working

The #1 job of your marketing is to generate a consistent flow of qualified leads and prospects. Please read that line again.

The #1 job of your marketing is to generate a consistent flow of qualified leads and prospects.

If you aren't getting a consistent flow of qualified leads and prospects from your marketing – then it isn't working!

Marketing is the core activity that drives growth and scale. It's also one of the biggest roadblocks for most entrepreneurs.

My guess is that you didn't go to school to become a marketer. You went to school or got some certification or accreditation to be better at what you do – to share your passion and your gifts with the world. But here's the truth: ***the best clients hire the best marketers!*** You need to be as good at marketing as you are at serving your customers.

If your marketing isn't proficient" – if it isn't working – then it isn't bringing you a consistent flow of qualified leads who are willing to pay your high fees. In the last three decades of being an entrepreneur and working with business owners in over 50 different industries, I've noticed that there are four states of what I call the Marketing Proficiency Effect.

The first state of the Marketing Proficiency Effect is the ROLLER COASTER. If you've ever ridden a roller coaster, you'll know exactly what I mean! In this state, typically the business owner is doing the "hustle"! They are literally jumping from one idea to the next, resulting in sporadic revenue (as well as sporadic freedom and impact).

You can identify the Roller Coaster state when the organization:

- jumps from one marketing tactic to another.
- struggles to build momentum.
- experiences inconsistent, erratic sales.
- finds that the majority of clients aren't "perfect fit" clients.

After attending one of my speaking engagements, Fabienne came to me because she realized that she was experiencing the Roller Coaster effect. It seemed that no matter what she tried, she wasn't able to experience the exponential growth and impact she desired.

Fabienne and I worked to differentiate her business so that as a coach, she stood out from her competition. Also, instead of trying to solve all of her clients' problems, she focused on her true zone of genius and created marketing to attract only those clients for whom she could get the best results. Fabienne crafted her own visual intellectual property which positioned her as THE obvious choice in her field.

Soon Fabienne had more business than she ever expected! Her growth became much more proficient, and she escaped the Roller Coaster effect.

The second state of the Marketing Proficiency Effect is FLATLINE. When business owners find themselves here, they feel stuck; growth has stalled.

If you're in the Flatline state, you might be experiencing:

- consistent sales but little or no growth.
- clients who are not always a perfect fit.
- frustration when prospects fail to recognize your unique value.
- the need to discount prices to close a deal.

Laurie owns a multimillion-dollar business. Her business revenue had flatlined when she came to me. And yes, it can happen at any income level!

Laurie's biggest problem was that she was unable to clearly and simply describe what her business did without sounding exactly like everyone else in her industry. Her messaging and her marketing just weren't working to attract the large contracts she wanted. I helped her create her own visual framework and avoid the marketing language that everyone else used. This helped her stand out from her competition and attract the clients she desired.

By clarifying and simplifying her marketing and messaging, Laurie's business attracted new perfect-fit clients who understood her value. She escaped the Flatline Effect.

The third state of the Marketing Proficiency Effect is what I call CRAWL, meaning that the business is doing some marketing, but the resulting growth is extremely slow and sluggish.

As the owner of the business, you know you're in the Crawl state when you find yourself:

- chasing clients.
- making occasional, low-ticket sales.
- not meeting sales targets.
- unable to dial up your marketing to increase cash flow.
- discouraged that business seems to move at a snail's pace.

David, a young financial advisor, was frustrated with his slow growth. The field of financial advisors is flooded with competition, and it's often difficult

to tell one financial advisor from the other. David and I worked together to differentiate his business by creating his own intellectual property. As he began giving presentations and talks, he was soon sought after because ... “no one explains financial literacy like you do,” said his prospects. With his intellectual property, David could reposition and differentiate.

Once David’s perceived value had changed in the marketplace, it wasn’t long before he was closing more high-net-worth clients than he ever thought possible. Differentiating himself from the crowd allowed David to grow exponentially and escape the Crawl effect.

Originally, all three of these clients were NOT happy with the proficiency of their marketing efforts. They wanted to be in the state of what I call PREDICTABLY PROFITABLE. In this fourth state, you know exactly how to leverage and optimize your marketing. Your marketing works for you!

You know you have reached the Predictably Profitable state when you are able to:

- choose which clients you work with.
- have consistent sales calls booked in your calendar.
- easily convert prospects to clients.
- use a rinse & repeat marketing system that you can dial up (or down) when you need additional cash flow.
- decrease your time actually running your business while your profits continue to soar.

David, Laurie, and Fabienne each developed customized strategies during our work together to move them into the state of Predictably Profitable. No cookie-cutter strategies for them. All three of them aligned a sales and marketing strategy to accomplish their vision and reclaim their life.

To do business differently, you also have to think differently. In fact, you have to think more like a CEO.

Is that something you would like to experience?

YES U CAN DO THIS!

3. Lack of leveraged and optimized resources and ecosystem to support growth and scaling

The inability to leverage both team and systems so the business owner can enjoy their life often keeps a business owner stuck, overworked, and underearning.

Remember, Cynthia? When Cynthia and I originally met, Cynthia was acting and thinking more like an employee than the CEO of her business. She had no strategic plan for growth. She worked long hours on everything from hiring, training, and sales conversations to doing the actual “lawyering.” Because her law practice was seen as “just another law practice,” she was unable to attract high-value clients.

Cynthia started thinking differently about her business and her role in her business. First, she finally saw its potential to serve a larger and more profitable market. Secondly, Cynthia saw herself as the CEO, not an employee.

Today, Cynthia’s business generates more profit than she could ever have imagined. She has more free time. Although she sometimes works weekends, she takes time off during the week for self-care. Strategically, she has hired more team members and built a strong ecosystem to support her business growth. She is also well known as the go-to expert in her field of specialization, which brings her tremendous joy!

Cynthia’s business has leveraged and optimized systems. She has simplified and streamlined her offerings AND she has differentiated and repositioned her business, which made her extremely profitable. Not only has her business grown, but now she is truly scaling!

If you know someone who would love results like those, then I’d love to chat with them!!

3 proven secrets to accelerate business growth and enjoy your life

[Carl Richards](#) is the creator of Podcast Launch Made Simple and The Podcast Authority Builder. He enjoys time spent camping with his spouse and confessed to me recently that he has never been as profitable as he is now.

But it wasn’t always that way. When I first met Carl, he was a full-time radio broadcaster and a part-time speaking coach. His coaching business limped

along for several years and then The pandemic hit and he found himself out of a JOB!! He came to me ready to grow and scale his business to create full-time income.

Like the majority of coaches, Carl was just one of many in a crowded industry. He knew he had to differentiate himself from his competition. Carl also had a clear understanding that he didn't want his business to run his life!

Let me tell you how Carl rapidly went through the three stages of business growth.

In the early stages of restarting his business, Carl:

- Shifted from a general speaking coach to podcast launching, repositioning his business to a narrow audience.
- Created his own visual framework called "The Podcast Authority Builder."
- Struggled to meet expenses (survival mode).
- Wore all the hats in the business (bookkeeping, marketing, production, etc.).
- Worked long, hard hours just to cover expenses.

In Stage 2, the Growth stage, Carl found that he:

- Stood out from his competition by using his visual framework.
- Built a rinse & repeat marketing system that attracted a consistent flow of qualified clients from around the globe.
- Outsourced activities (team) so he could focus on marketing.
- Grew his revenue and expenses (Growth stage).

As he moved into Stage 3, Carl found he was truly stepping into the role of CEO and scaling his business. He is now:

- Working only in his zone of genius and having fun in his business.
- Leveraging his team and systems to optimize revenue and profits.
- Scaling his time down because he has built a proficient ecosystem around him to allow profits to increase.

In order to achieve predictable and sustainable profits like Carl and Cynthia, here's what absolutely has to happen. You need what I call the **Aligned Profit Engine** – three specific tools that, when combined, will

transform you from a stressed out, overworked business owner into a happy, profitable CEO.

These three tools are Strategic Growth, Authority Positioning, and Sales & Marketing Roadmap.

1. Strategic Growth helps you stay aligned to your vision and build an ecosystem to carry out that vision. Of course – Stephen Covey said it first – begin with the end in mind! Once you clarify your destination and what you want your business to look like, this vision helps you guide your business growth, set well-defined goals, pinpoint the metrics to measure your progress, and define the ways you want your business to support your lifestyle.

Too many business owners have no strategy for growth – no plan; no roadmap. They seem to be winging it. Without a plan, there's no hope of decreasing your time investment in the business while increasing your profits.

I consistently talk about clarifying your business vision. In fact, the first exercise every client works on is to create their Big Picture Vision – a glimpse into the future of their business so that they can align their business, lead their staff, and be the CEO! Big Picture Vision is one of three elements of this tool.

In Carl's instance, he knew from watching his entrepreneurial friends that many of them were settling for low-paying clients, and they had trouble earning a good income AND enjoying life! Carl and his significant other love camping and boating – his business needs to leave time for those joyful experiences. So with his clear vision in mind, he started to build the foundation for his Predictably Profitable business.

2. Authority Positioning is the second key to a Predictably Profitable business. The first step to differentiating your business is understanding how your dream clients perceive you in the marketplace. Are you perceived as obscure (best-kept secret) or are you considered the go-to expert in your industry or field? Creating your own unique visual framework, like Carl's Podcast Authority Builder or my GPS Business Grow-meter, is one way to demonstrate your difference so you stand out from the competition.

Authority Positioning involves clarifying your messaging and simplifying your offerings, products, or services! Aligning these with your zone of genius and your vision is essential. Remember, there are no cookie-cutter ways to build your business and to live your life!

3. Sales & Marketing Implementation Roadmap is a comprehensive rinse & repeat strategy that is aligned with YOU as an individual and you at your stage of business growth! Plot out key metrics to measure along the way and feel prepared for any adjustments you need to make as you navigate toward your overall vision and goals. When your marketing is done right, you are no longer the best-kept secret, and sales conversations become so much easier. (Who doesn't want that?!)

Carl's Sales and Marketing Implementation Roadmap was based on his gift – a combination of his past experience as a radio broadcaster and his amazing voice. Podcasting, live videos on Facebook, speaking, and recorded videos were all a natural fit for him and were included in his overall marketing strategy. But these might not be a perfect fit for you!

Another client of mine owned an emergency security company. Research showed us that his dream clients were NOT on social media. So John focused on his true zone of genius -- his ease of building face-to-face relationships. His clients responded best to offline marketing such as face-to-face meetings, sponsorships at golf tournaments, and even postal mail. Each company's roadmap is different!

You can do this!

You need all three of these tools to be working in alignment so you can get off the hustle hamster wheel, explode your profits, and enjoy your life!

Conclusion

It is possible to love your business and make darn good money!

It is possible to finally get off the hustle hamster wheel and stop sacrificing time with your family and friends.

It is possible to build a business that gives you joy, income, impact, and influence.

But it doesn't happen without doing business differently.

It doesn't happen without some guidance and support.

Do you know someone that's built a time-eating, profitless monster but who is truly brilliant at what they do? Then let's help them discover a better way of living and doing business.

Your business should fit into your life. It should bring you joy and the income to live the life you always dreamed of having.

YOU CAN DO THIS!

I'd love to be your guide along your entrepreneurial journey.

AUTHOR'S FINAL NOTE:

Thank you!

I feel deep gratitude that I was given this opportunity to share my thoughts with you and that you took precious time out of your busy life to read my words.

I wanted to share one final thought.

You might have read this book and thought...

"But I'm not an influencer or a thought leader like Brian Tracy," or

"But I'm not a global speaker like Steve Lowell," or

"But I'm not a 7-figure mindset coach like Jayne Lowell," or

"But I'm not a marketing wizard like Diana."

Please remember We all started out at ZERO.
Zero clients; zero skills; ZERO!

Building your business isn't a sprint, it's a journey.

YOU CAN DO THIS!!!

Even though we all start at zero, you have the potential to share your genius with the world – to have a huge impact and to enjoy the journey!

YES U CAN

Diana

Diana Lidstone, The Entrepreneur's G.P.S.

After three decades in business and working globally with coaches, consultants, and experts, Diana Lidstone has gathered rock-solid wisdom and advice that has helped thousands of entrepreneurs and professionals accelerate growth and increase profits while freeing up more time for the things they love.

*As the creator of the GPS Grow-meter and The Marketing Proficiency Effect, and as best-selling author of Shift into Rich: Navigate the 9 Roadblocks to Small Business Success, Diana's signature **Aligned Profit Engine** transforms frazzled, overworked business owners into profitable, happy CEOs.*

Diana and her husband love boating in the Thousand Islands, Canada. She is often found walking her dog and drinking champagne (not at the same time)!

[Book](#) your complimentary Growth Profit Session!

www.dianalidstone.com

* Successville – page 21, *Shift into Rich: Navigate the 9 Roadblocks to Small Business Success* by Diana Lidstone

** Grow-meter was described in Diana's book, *Shift into Rich*, page 33; she has slightly modified the names of the stages since that time.

Schedule your complimentary Growth Strategy Session on my website: www.dianalidstone.com

Connect with me at:

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