

## If Your Not In It To Win It Why Bother

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Greetings entrepreneurs. I want to welcome you to another episode of Savvy Preneur podcast. So why don't you go ahead and grab your favorite beverage and meet me back here.

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well, greetings entrepreneurs. I want to welcome you to another episode of Savvy Preneur podcast. And before I jump into today's topic, I want to just introduce you to my new network called savvy entrepreneurs network. And what does network entails? It is helping the solo preneur who's maybe one to three years in their business. Maybe you're just starting out in, you don't know where to begin. You don't have a solid foundation, you don't have a marketing plan or strategy are even a content marketing plan or strategy. So this is what this network exists for. To help equip me you the solo preneur to basically get your footing built, a strong firm foundation to grow a profitable business. And you can check it out at Savvy Preneurs, that m n.co again, that's s a v V y p r e n e u r s .m n.co. So go ahead and check it out.

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And if it's a good fit for your business, then I would love to have you as a member. Okay, let's jump right into today's topic and it's about if you're not in it to win it, why bother? Now this is a question that I had to basically ask myself if I'm not in it to win it, why even bother to go through all of the headache, all of the emotional ups and downs that being an entrepreneur brings. iF I'm not in it to basically see results and I think that when we get into this space and there is so much information out there on the web, there's so much that we need to learn and sometimes we get so much overwhelmed and we'll see other businesses doing certain things. So we'll just pick up and start doing what we think they're doing to garner engagement likes or whatever.

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Not Understanding that they have a plan and a strategy behind them being online. Now I want to just give you some, you know, transparency as my revelation of being in this space. And I would say when I started out in this space, as far as the digital online now in other podcasts I said that I had been in business way before this internet media craze hit. I was doing gift baskets, I was doing event and wedding planning, I was basically making favors for weddings, centerpieces, all things like crafts. So when I came into this space, and I would say maybe really getting serious with it, I would say maybe the end of 2016 round the fall of 2016 and the thing about it is I still didn't know where I fit in. I know that I had some great ideas. I know it's something that I wanted to do and I was still feeling my way through it.

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And like I just mentioned, I would just emulate what I saw other businesses doing, you know, posting, getting my social media content together, or whether I'm putting a post on Facebook or other social media platforms. But now that we are in this space of utilizing these platforms to grow our business and Garner engagement and find our audience and as well as our voice during that time, I was so unclear about that. I didn't understand a lot of, of the things that went into it. And I remember my first conference that I did attend and it was where I was basically a little bit overwhelmed. I didn't know where to basically start just, you know, going in with the flow of other entrepreneurs who maybe have been in it for a minute, but me just knew showing up on the scene and trying to navigate this space of entrepreneurship.

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Not still clear on what it was that I offered or brought to the table as far as what my key, our signature program course product or service or what that was. So I remember at the end of this conference, um, someone said to me, well, you need to grow your email list. You need to basically set, set, um, a guideline in place and basically say within the next three months are the end of the year, you're going to try to get a hundred subscribers on your email list. And for the most part I heard that, but I didn't do what this person said. So as I'm just still going through figuring out, you know, attending certain conferences still, you know, buying, buying courses and things of that nature to help me to get to where I thought I needed to be and just really all over the place with no type of solid foundation.

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So what I had to come to the realization of is stop. You have to stop purchasing things that you think it's going to be the key to unlock this when actuality you have to know what it is that you are providing. What is the solution that you are bringing to your target customer or your target audience? Do you even know who they are, you know, do you know, uh, where they live and what's their income or what they're interested in are where they are online, where do they hang out online? So all of those things were things that continually escaped me until I made a decision to say, let me just do my research. I'm not going to purchase another course. I'm not going to purchase anything else until I'm clear on what it is that I offer because I think that that was the most, I would say transitional turning point in my business because truth be told me building an email list with a hundred people on my email list would have went south very quickly.

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Now, why do I say that? Because if you're trying to build an email list and you don't know what your product or service is, you don't know what you're, what you're offering to your audience. You don't know what solutions you're even solving for them. Then building an email list just to have people on there is going to, to me, it's going to set you up for failure because you want to build an engaged email list. When you have something to say, when you have something to offer, you don't want to just build an email list, keep these people on there. Oh they signed up for, maybe you did some type of video or checklists, but then you don't have an action plan in place to to keep the momentum going. You are not trying to bring them into your sales funnel or whatever that is.

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You just have them there and now you're trying to think of what do I need to do now to keep them on my email list to keep them opening up emails that I send to them. So the reason why I even titled This podcast, if you're not in it to win it, why bother? Because what I have seen across social media and even have been guilty of myself is that I'm doing or was doing all of this busy work, doing all of you know, attending conferences, spending money on courses and things that I thought that I needed, but I was not clear on where I was in my business. I was not clear on what product or service that I offered to help someone get to their next level. So until I became clear on that, I had to basically dial back from even posting on social media because at that post or whatever that is that is being put out on social media, if it's not bringing my audience and to take action on an Ebook, a download, a checklist, whatever that may be, to watch a video to come to a Webinar to basically have some interaction with me.

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Then what am I doing? So when I basically assess myself and, and stop allowing other, what I would say businesses or entrepreneurs to basically label me and say that if I'm not purchasing their product or if I'm not purchasing their service or if I'm not attending their conference, then my business is going to fail. Because, you know, I, I'm not investing in my business. And I think as me, even as a business coach, you know, I have to be very careful with my words because what I believe in this space of entrepreneurship, every person, whether you are just starting out a solo preneur, maybe you're still working a nine to five job or part time job to help fund your business. Everyone comes into this space with different resources where someone can come into the space with resources to say, well hey, you know I have money in the bank or I have savings or I have, you know, uh, a pension where I can borrow from to help me to accelerate in my business where someone who's coming to this space, maybe a single mom who may went through a horrible divorce and maybe they are just bootstrapping their business where they can attend a conference where they can't put money into a course.

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So for them, even though it is their desire to see their business grow and to see their business flourish, they have the heart and desire to see that business profitable. But they just don't have the resources because their stay at home mom, they may have small children, they may be on a fixed income. So right now the money is very tight. So investing it into their business is not the first priority because other things are taking priority. So let me say it this way. So when you are in your business and you are looking at all of what you have, if you have finances to go to a conference or you have finances to purchase a course or a membership or whatever that is. My next question to you is, is it in alignment with your business goals and objectives? Because that's where I fell short in in the first, I would say maybe a year or so of my business because as I didn't know what it was that I offered, I didn't know what it was that I needed.

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I'm just listening to what somebody is telling me, buying their course, tending conferences, but I'm still no farther than I was when I initially started. And why is that not because the work is not being done is because the clarity was not there. And also I will go on record by saying, and there were also mindset issues and mindset issues can hold you back as an entrepreneur because you may be afraid to step out. You may be afraid that, okay, if I put this hundred dollars into my into marketing or doing a couple of Facebook ads and it doesn't pan out, then I've lost \$100. But I want you to get into the mindset to

understand that even when you're putting money into creating ads for your business to bring some type of awareness to your business and Garner reach, you are what I would say you are building data because you need to know that data.

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So this way when you go back and you do it again, you know what to look for. You know what to search for. You're not going to keep making the same mistakes over and over again because that's insanity. And I want to just basically speak to that entrepreneur that's you know, in this and they know that they have a good idea, they know they have a profitable business, but they have to get some things in order. They have to really understand and maybe just dial back down and say, what is it that I offer? What solution am I solving? And lets me start from there. Because if you're trying to build an email list and you don't have no product available, if somebody was to come up with you right now, okay, what is it that you have, whether a physical product or digital product, can I purchase it right now?

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Where can I go to purchase, set product or service? And if you don't have that in place, then you need to now start making a plan to make your products and services assessable to your audience. You don't want someone to come to you and say, wow, that's a good idea. Wow, that's a great solution. Where can I purchase that at? You don't want to say to someone, well, I have not set up and you know my account right now to take payments. I don't have a website. I don't have a shopping page, but I'm going to get there. That's not going to make you look professional. It's going to make them say, okay, well why? What are you doing? Like in their mind? Because they going to go somewhere else and find someone who is ready to take their payment information to make that sale.

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So the reason why, again, I titled this, you know, if you're not in it to win it, why bother? Because I'm sure that those women and men who are in this space of entrepreneurship, you want to win. You don't want to just continue to doing busy work. You don't want to just continue to see other people, you know, going places, doing things, seeing their business grow, being invited to certain conferences and you're just still sitting here wondering like, why am I not hitting my mark? And it could be because you're not clear on what it is that you offer. You have to be clear and then you have to put plan in place. You have to put a plan in place. I'm going to go back to the example of the email. Now,

when you are looking to build your email list, what should already be in your arsenal, what you should already have in place is a product and a service.

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You should already have some emails and a database, some drip content, and then you can write emails on the fly as inspiration or things come to you. But you want to have these things already set up because then you are very being very strategic when you are sending out emails to your lists, meaning when someone signs up for whatever that is, say you are uh, making healthful drinks, juices, plant-based or whatever that entails. And you have a checklist for recipes that help someone to garner weight loss to help them with, you know, better skin energy, all of those things. So if you compile, um, you know, a brief little maybe recipe book where they can download that and now you are capturing emails. So what you should already have on hand is you should have some emails in your arsenal because you know, it's leading them to basically a purchase because you already had that product or that service in place, but you're going to nurture them.

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You're not going to just get their email and then Bam, the next email is by this. No, you're going to basically say, you know, the next email could be how did you like those recipes? Maybe you could wait a couple of days before you drip the next email out and say, I thank you for signing up for the plant based recipes and also I want to let you know about my Facebook community. That gives you more content, video content on how to live a healthier lifestyle via plant-based dieting and whatever that means and tell. So you're going to continue to keep them engaged and bringing them into that group is a great idea because now you have their undivided attention in that group. You can put out notifications or you can put out posts to let them know when you're going to come on and do alive when you may come on and show them maybe a smoothie recipe that you have all your ingredients out.

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Maybe you can have one where you can say, you know on Tuesday evenings at, I don't know, 8:30 PM I'm going to do a high energy, great tasting smoothie and this is the ingredients that you need and if you want to watch me as I go forth and do it, then you can have your ingredients ready so we can do it together. So it could be like, you know, an interactive type of video where you're engaging your audience. So that is why if we're in it to win it, if we're in it to win it, then we need to be doing the things that we need to do so we can win not being all over the place. And there's another thing that I have to

really assess within being in business. I had to stop being in all these Facebook groups but not showing up.

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And let me tell you something, because I have my own Facebook group. It is very daunting to have people who join your group, but when you are posting content, when you are posting information that they said that they want it because they became a member of your group because they wanted the content or they want it to go further and whatever journey that you were taking them on, but then to come in there and you're providing them with the good content and you're providing them with all of what they need to start out, then no one shows up or no one comments and that's something that I had to understand. Michelle, are you being authentic? When you are in these Facebook groups? Are you showing up? Are you digesting the content? Are you commenting? Are you letting people know that you're not just what you would say?

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Someone that's just in here spying it out, but you're basically interactive in the group and I think that for that most part I had to go in and just take myself out of a lot of groups and only stay in the groups that I felt that I was really going to be active in and hold myself accountable to. So if you are someone who maybe you want to start a Facebook group and you want that same type of engagement and you want that same type of, you know, feedback in your group, then also be that type of person when you're in somebody else's group because it helps encourage the host and it encourages even those that are in the group because when they see other people interacting, then you never know what can get them to be more, you know, interactive as well. I'm sure there's a lot of us introverts that sometimes we don't want to come to the forefront.

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We are comfortable staying back. We're comfortable being in that comfort zone. But as an entrepreneur we are going to have to step out of that because whatever it is that you're offering at some point, what if someone says to you, I love your product, I love what it is that you offer. I have this television show, I have this podcast or whatever that is, I'm having this conference and I would love for you to come and speak at it and we have a bigger audience. You can reach a lot of people. If you have any product or service there you can sell it. So when you be able to take that opportunity when it comes to you. So we have to learn how to get out of our comfort zone. I know it is not easy because I am an introvert as well. So I'm speaking to me as I'm speaking to you.

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I have to learn how to overcome that uncomfortability when we are meeting New People, when we are trying to break the ice and sometimes you're not sure if we'll wait a minute, you know, is my service or product, is it, you know really good? Are People Really gonna want it? Cause sometimes we have that self doubt, that self talk that comes up and we have to know how to quench it and says, no, I need to be in this space. I've done the research, I've done my due diligence and I'm here because I've done the work to get here. So continue to surround yourselves around likeminded individuals that's going to help you or give you that push when you're going through maybe a hard day or trying day that everyone goes through whether they are six figure earners or not. You have to understand that your voice and what you offer is just as important.

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So I want to let you know that I am here to help you. You can join my Facebook group at Savvy Preneurs, s a V v Y P r e n e u r. S. And I would love to have you there where you can build a strong foundation in your business. So my name is Michele Riley. You can visit me@michelecriley.com m I c h e l e C a s i n c a t, r I. L, e y. And there you have downloads, you have blog posts, you have podcasts, and a plethora of other things that you can basically take in to help you to build a firm foundation for your business. So have a, have a great day, and I will be with you on the next podcast. Bye. Bye.