

How Your Mindset Is Running Your Business

Michele Riley: [\(00:00\)](#)

Greetings, entrepreneurs. I want to welcome you to another episode of Savvy Preneur podcast, and today's podcast is going to be about how your mindset runs your business. So why don't you go ahead and grab your favorite beverage and meet me back here.

Michele Riley: [\(00:51\)](#)

Well, I want to welcome you back to our episode how your mindset runs your business, and in this episode we're going to have three segments. Now the first segment we're going to be talking about limiting beliefs. The second segment is about execution, and the third segment is about realizing bad days are inevitable. Now in this first segment of limiting beliefs, one thing that me being in this space of business has showed me is if you didn't know you had limiting beliefs, it will show up when you start out in your business because it will show you if you are a procrastinator. Are there certain fears there? Are you making excuses, meaning, oh, well the reason why I can't get ahead is because I don't have the money to invest in my business, or I don't know as many people as maybe this other business owner knows. They have more.

Michele Riley: [\(01:41\)](#)

You know, influence. So we kind of make all of these excuses for the reason why we may not be are you may not be getting ahead in your business when actuality it's a limiting belief because if you believe that, then it's going to show up in your business. And that's how your mindset is running your business because you are allowing what thoughts you think, whether they're negative or positive. Because if you see people who have a positive mindset and outlook on their business, they're basically killing it. They're basically seeing the momentum they are growing because they believe that their mindset is so key and important that when they approach their business, they can't think in a space of doubt. They can't think in the space of what can hold them back or what monetary means they don't have. They find a way around that and they continue to pursue after what it is they want until they reach it.

Michele Riley: [\(02:38\)](#)

So that's how you have to be in your business. And I would suggest maybe doing a journal. When you have any type of doubts or fears are some talk that is talking you out of doing certain things, start writing them down and see if it's coming from a place of maybe things you faced in your childhood, things you faced in your adulthood that is keeping you in the place of not pursuing what it is that you said that you want to do. Because one thing about that, it's gonna come across to those potential followers, customers, whoever that may be. They will see up there's limiting beliefs because it will show and how you show up and online, offline, it's going to show up in so many different ways that maybe you don't see it, but other people will see it. So I hope this first segment helps you to understand that your mindset truly does run your business.

Michele Riley: [\(03:34\)](#)

So you want to make sure that you are aware of any type of fears, procrastination, excuses that you're making. So you can now go and readjust and now get yourself on a right track so you can see your business grow. So I'm going to take a quick break and we'll be back with segment two. Greetings, entrepreneur. I want to introduce you to my new network called savvy entrepreneurs network and it is a network that equips entrepreneurs with the step by step training and worksheets that help reinforce your learning and you also can gain access to my Facebook group savvy entrepreneurs to help with any models that you may need help on. So you can visit savvy entrepreneurs, network at savvy [inaudible] dot [inaudible] dot co that's s a v v y, p r e n e u r s mn.com, our second segment is about execution and this is how are you executing on your day to day tasks?

Michele Riley: [\(04:32\)](#)

Are you completing that task that you set out for the day? Maybe it's doing a live video, maybe it's creating your social media posts for the month. Are you finishing what you've put on your to do list? Sometimes it's entrepreneurs. You can have all of these different tasks to do on your plate and the reason why maybe you're not executing on them is because you are overwhelmed. You have too much on your plate and when you see that you need to dial it back down, you need to stick with either one or two platforms to say, these are my main go to platforms and what I mean by that. What platforms are you seeing the most engagement on?

Where do you see people commenting or liking or saying? Sharing your content. So if you see them sharing maybe on Facebook or LinkedIn or maybe Instagram, then those will be, I would say your two pillar sources of content of the platforms that you will basically utilize more often than maybe other platforms because you know that's where you're getting your most engagement from.

Michele Riley: [\(05:45\)](#)

So just dial back down. Even if you can only do maybe one or two posts out of the week, then do that. Don't overwhelm yourself to the point of where now you're not showing up. Because if your audience is kind of, you know, sparse you out and maybe not seeing nothing but looking, you know, behind the scenes to see how you show up. Because a lot of people do that. They, they vet people before they actually, you know, go deeper in a journey with them before they give someone their email address.

They want to see is this person consistent, is this person continually putting out content on their schedule, not on your potential followers schedule. You're not trying to keep up with the Internet. You're trying to keep up with your pace. And I think that's where a lot of times entrepreneurs also trip themselves up because they feel this push to continually put out consistent content.

Michele Riley: [\(06:39\)](#)

If you know that you can only deliver once a week but it is great content based on what your audience is saying to you, then you do that because you know your execution levels are going

to be high and you're going to hit it out of the park and it's going to cause now your followers to rely on you to deliver that content even on that once a week basis because they know that when you show up, you're energized, you're enthusiastic and you're putting out great and relevant content that they are consuming and sharing and liking. So that is what you need to know as far as execution. Make sure you're not overwhelming yourself with all this on your to do list where nothing's getting done. Hey, that's our cue for our quick bites. Sigma is starting and this is the question and answers that often out [inaudible] the wet. So let's get into today's quick bites.

Michele Riley: [\(07:40\)](#)

So notice question. And I found while searching the web was what is the best way to promote your product? Our services. Now they gave three answers, so I'm going to give it to you real quickly. So the first one is to have your audience do the talking. And I agree, this is the best person to promote your product is actually not you. It's to customer who just blasted through your ebook and took six pages of notes. You're student who helped you make big changes, your client who was either super thrilled by the work you did. So those are the people who basically helped promote your product or your service. Now, the second one was to host a giveaway and it's talking about giving away a copy of your book or a spot in your e-course as a clever way to not only promote it without the achy feeling of you know, selling but also to grow your email list at the same time.

Michele Riley: [\(08:33\)](#)

So I think that is an excellent idea. And the third answer was to collaborate and it's saying whether it's a post or Webinar, whether you're working with someone else to provide lots of information at some point includes a pitch for your product, which can ease the pain and make it more about your audience and less about, hey, buy my thing. And I think that it's important because our consumers, your consumers are very savvy. Gone are the days of where we can just put something out there and they will buy it. They vet products, they want to see what experience others have had with it before they even purchase it. I mean I am a relentless Amazon Shopper and before I even purchased something, I will go and look at the reviews to make sure that I am seeing, you know, more positive reviews than negative reviews. Because sometimes you know, people are just wanting to hate on a company, but when you basically see the positive outweighs the negative, then you can make a clear decision based on those reviews.

Michele Riley: [\(09:37\)](#)

So again, I think this was excellent answer to that question. So I hope that has helped you in your decision making when it comes to you finding the best way to promote your products or services. So let's get into our last and final segment realizing that bad days are inevitable. Now this part right here, we as entrepreneurs and even as human beings, we know that life is not perfect and in the midst of you building your business, yeah, you may have days where you have an obnoxious clients, maybe something didn't go right, maybe your computer shut down, it crashed and got a virus. So all of these things were successful too. It's not some type of world

we live in where we are just constantly in a state of bliss where nothing ever happens. Because to be honest with you, when trials and things come our way, it helps us to grow.

Michele Riley: [\(10:33\)](#)

It helps us to basically see what type of person we are, how we endured and overcome a situation. I don't know about you, but I love a story. When I seen someone who was maybe in a situation where it was such a devastating situation and they rose above it, they came out on top. They didn't allow that situation, a circumstance that they may not have had control over, but they had control over their mindset. They had control over how they would now view the rest of their life based on what life threw at them. So I hope, and I pray that you will not allow your situations that come up even in your business or even in your life, to stop you or paralyze you or get you into the place of where you allow a negative mindset to be. The deciding factor that's going to run your business, that you're going to allow your mindset to develop over time.

Michele Riley: [\(11:34\)](#)

And how you can do that is you can listen to podcasts. I mean iTunes has so many podcasts that will help you with your thought life, help you with even a positive affirmations. And there's a couple I'm going to give you that are my favorite that I've been listening to. One is called the meditation station, not the meditation station but meditation station by Sten Hanson and that's spelled s, t, l, n and the last word, Hanson, h a, s, e. N. And the other one is the mindset mentor with rob, dial d. l. a. L. So you can go and check those out on iTunes because I've been listening to them and they have really helped put me in more of a better mind frame that really helps me with my day to day activities. So you can go and check them out and there are so many more of bear that you can just go through and check it out.

Michele Riley: [\(12:27\)](#)

So I want to just go ahead and recap this podcast. So I can give you the key points that we talked about in that way. You can go and if you know you are having some mindset issues that you need to develop over time, then you can go ahead and start the process. So the first thing we talked about was overcoming limiting beliefs. So that means we have to work on any negative self talk or any fears that we may have.

In segment two we talked about execution, how we need to refrain from sabotaging our outcomes by procrastinating. And segment three we talked about realize realizing that life is not perfect, but how you respond to it makes all of the difference. So I want to thank you for listening to this podcast.

Please comment, rate and subscribe and share it out to other entrepreneurs who may need this help. And if you go to my website@michellecraleigh.com you can pick up the show notes under the title of this episode. So I want you to stay tuned for next week's podcast because I'm going to be talking about Fomo, marketing and how to overcome it. So that is going to be a great episode, so you don't want to miss that one. So have a great day and I will be with you on the next savvypreneur podcast.