

Six Essential Tips for Business Owners

A SELF-HELP WORKBOOK

What can you do to see more success in your business right now? We asked several entrepreneur coaches to share their most essential tips and paired their advice with some key questions to help you implement them!



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Tip #1

FIND A MENTOR (OR TWO)

This will save you so much time, money and heartache.

"Learning from those who have walked the path before us is one of the fastest ways to thrive as an entrepreneur. When I decided to live my dreams and become an Executive Mindset Consultant and Transformational Speaker, the very first thing I did was interview and hire a business coach.

"Crystalee Beck, my business coach, was essential to my quick success and know-how navigating a world I hadn't really traveled before.

"I have been fortunate enough to have a few key business professionals become mentors along my career path. I sought them out, asked them personally to mentor me--what was the worst thing they could say, no?! I still check in with some of them. It has been beyond valuable and lasting friendships have been made. I cannot wait to pay it forward someday!"

— **Kristin Petrucci**, CPP, Author + Corporate/Executive Coach at KP Speaks + Buona Forchetta

ASK YOURSELF >>>

Who are some people I admire - people who I want to emulate and possibly learn from? Even if these people don't officially offer coaching services, you can still reach out to them for bits of advice or to refer you to a more formal mentor.



Tip #2

DO NOT TRY TO BE EVERYTHING TO EVERYONE

Decide on your niche and become extremely good at it.

"Sometimes, in trying to drum up business, we'll take any clients that come knocking. That ends up diluting our brand and providing a disservice to our clients in an area we do not have expertise in. If it's an area you'd like to grow in, get training and practice (while offering free or highly discounted rates). If it's an area you aren't interested in or simply don't have the bandwidth for, refer clients to others who can better serve them. The more specific and defined our business is, the stronger and more memorable our brand becomes."

— **Linda Evans**, Career Coach at Launched by Linda,
Assistant Director for Assessment + Technology at Trinity
College Career Services

ASK YOURSELF >>>

How can I better hone in on my niche? List some of the things you could trim down, or get more specific about the unique value of your product or service.



CONSUME AS MANY BOOKS AS YOU CAN

"By consuming books of all varieties (fiction, non-fiction, business, self-help, etc.) you are opening up your mind and heart to different answers. Some concepts will come directly from the texts and others will come from some spark of inspiration while reading or listening to the latest publication or while diving into the classics. You never know where your next idea, solution, or skill may come from."

— Sara Urquhart, Founder of Shift Summit

ASK YOURSELF >>>

What are some of the things I know I could be better at? You can take a strategic approach to choosing which books to start reading by reviewing this list.

ASK YOURSELF >>>

What are some of my favorite self-help and nonfiction books currently? What did I like or find useful about these? What goals can I make now to apply those bits of wisdom? Make sure you're intentionally retaining and using the best information you're reading, and don't forget to use this list to vet new books.



Tip #4

LEARN VARIOUS WAYS TO COMMUNICATE EFFECTIVELY

You want people to walk away remembering what you've said.

"By learning various ways of effective communication, you will learn how to deliver and seal your point across to your audience. For example, if you have an animated and robust personality, some people may be distracted by your delivery. If you get caught up in details, others may miss your main messages.

"Understanding your communication style and having additional resources like PowerPoint slides, packets, posters, take home sheets or even a business card may help reinforce your points in their minds.

— Alyssha Dairsow, Founder of Curly Me!

ASK YOURSELF >>>

How do I typically communicate with stakeholders and customers?

What are some of the potential ways my message could get lost when reaching my customers/stakeholders, and how can I correct that?



ALWAYS INVEST IN YOUR PERSONAL DEVELOPMENT

You can't get very far in business if your personal life is in the crapper.

"The quality of leadership required by a business are the same qualities required to lead a successful personal life. Self efficacy comes from personal growth. Always invest in your personal growth."

— **Lyn Christian**, Owner + Master Coach at Soul Salt, Inc.

ASK YOURSELF >>>

What FIVE qualities do I feel I need most to be a better business owner? List these in the left column. In the corresponding column to the right, make a note analyzing how you are faring with these qualities in your role as a business owner AND in your personal life.

How can I better develop the qualities I'm struggling with most as a business owner AND in my personal life?



HAVE CLARITY OF PURPOSE + FLEXIBILITY ON YOUR PATH

There is no way to plan the end from the beginning.

"Entrepreneurship is challenging! It is full of steep climbs that will leave you gasping for air. You must have clarity of purpose and know that what you are pursuing matters deeply, otherwise fear, doubt, criticism - whatever your favorite demon may be - will take you out.

"You also need to find a way to trust the unfolding of your path rather than trying to rigidly control each step of the route. Plans and goals are essential, but you've also got to be open to opportunities and have flexibility as the path unfolds before you, trusting that as you keep moving, you will develop more clarity of purpose as the path emerges before you with each step you take."

— **Dr. Melissa Smith**, Licensed Psychologist + Leadership Coach at Smith Leadership Group

ASK YOURSELF >>>

What is my purpose in running this business? Why am I working toward this dream, and what is keeping me motivated? We've included some extra lines below for a reason. Use them. As your path winds and unfolds, refer back to this as a guide and anchor as you bend and pivot with the changes as they come.

Ready to learn more secrets from the experts?

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CELEBRATED BUSINESS COACHES + LEADERS.

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