

BUSINESS FREEDOM 365 PLUS

Month Twelve, Week Two:
Avoiding Mistakes

Topic

Avoiding Mistakes

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Continuing our topic from last week, we're going to discuss some other common mistakes to avoid in your business to save yourself some headaches!

MISTAKES TO AVOID (Continued):

5. Hiring Mini-Yous

- Imagine you have a business owner who is creative, optimistic, and has big plans. They interview someone who is the exact same as they are...
 - » Do they hire this person? Probably...
 - » *Should* they hire them? *No!*
- If you hire mini-yous:
 - » You've hired somebody who likes doing what you like doing, so you're going to argue about who gets to do what.
 - » You've also hired somebody who doesn't like doing what you don't like doing, so now you're going to argue about who *has* to do what.



What you want to do is make sure you hire a broad spectrum of people in the business.

- Sometimes you need to hire somebody who feels like they're going to hold you back.
- Make sure your managers understand this principle as well, because you don't need them to go out and hire five versions of themselves.

6. Missing the Technology Bus



- The pace of change in technology is not only fast, but it is accelerating.
- We have to keep our eye on technology for two reasons:
 1. Technology can rapidly improve your prospects as a business.
 2. Technology might just come along and replace you if you don't keep an eye on it.
- Take a look at how technology can be utilized to move your company forward AND how technology might be a threat to your business going forward.

7. Prioritizing Your Company Above All Else

- A lot of entrepreneurs start prioritizing business over their health, their family, their personal lives and their vacations.

You being a business owner is supposed to be something that enhances your quality of life, not something that detracts from it. Don't lose sight of your priorities.



Homework

PART 1

Create a plan for the next 12 months for how you are going to prioritize yourself, your family, and your social life above your business so that you can serve your business better.

Not at the cost of your business...but you are going to make time to take care of yourself, your mind, your body, your soul, your family, and your social life so that you are getting your needs met.

JANUARY

You

Mind

Body

Soul

Family

Social Life

Other

FEBRUARY

You

Mind

Body

Soul

Family

Social Life

Other

MARCH

You

Mind

Body

Soul

Family

Social Life

Other

APRIL

You

Mind

Body

Soul

Family

Social Life

Other

You

Mind

Body

Soul

Family

Social Life

Other

You

Mind

Body

Soul

Family

Social Life

Other

You

Mind

Body

Soul

Family

Social Life

Other

AUGUST

You

Mind

Body

Soul

Family

Social Life

Other

SEPTEMBER

You

Mind

Body

Soul

Family

Social Life

Other

OCTOBER

You

Mind

Body

Soul

Family

Social Life

Other

NOVEMBER

You

Mind

Body

Soul

Family

Social Life

Other

DECEMBER

You

Mind

Body

Soul

Family

Social Life

Other
