



**The *Radically* Nimble
Info-Entrepreneur**


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5 Myths of Entrepreneurship



**Myth #1. I know what my
clients want and
the value I provide**

Myth #1: I know my clients

Clients' needs change

**What was valuable 2 years ago
isn't now**

**Forget legacy clients; less corporate
loyalty in 2014**



**Myth #2. I can cut back
on marketing now**

[Myth #2: I don't have to market]

Your clients aren't in a vacuum

You're competing with “*good enough*”

Your message (and value) changes



**Myth #3. I'm a bonsai business;
I don't need to grow**

Myth #3: Bonsais don't grow

The larger environment *has* changed

Even bonsais grow

Life *requires* growth



**Myth #4. I don't have to stay
leading-edge**

[Myth #4: Forget cutting-edge]

Someone else is...

Change your thinking

From “I’d like to, **but**” to “I’d like to, **and**”

Tutorials abound



**Myth #5. I'm just not good
at**

[Myth #5: I'm just not good at ...]

“I just haven't learned how yet”

Always push your comfort zone

Be willing to fail

**You can be scared speechless *and still*
*take action***



5 Questions For Entrepreneurs



**Question #1. How much has my
business changed in 3 years?**

Q #1: How have I changed?

Stagnation =



What *more* can I do now?

What can I let go of?



**Question #2. Is this moving my
business forward?**

Q #2: Am I moving forward?

Do I feel drawn to this?

If I keep doing this, will I achieve my goals?

(Do I have tangible goals?)

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Question #3: What is keeping me from meeting my goals?

Q #3: What's holding me back?

Has the Imposter Syndrome struck?

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How else can I look at this?

What can I change? What else?



**Question #4: How important is
my biggest client?**

[Q #4: One major client?]

Is any client responsible for >25% of my business?

One big client =



A diverse business =





Question #5: How can I have more fun?

[Q #5: Can I have more fun?]

What could I do differently?

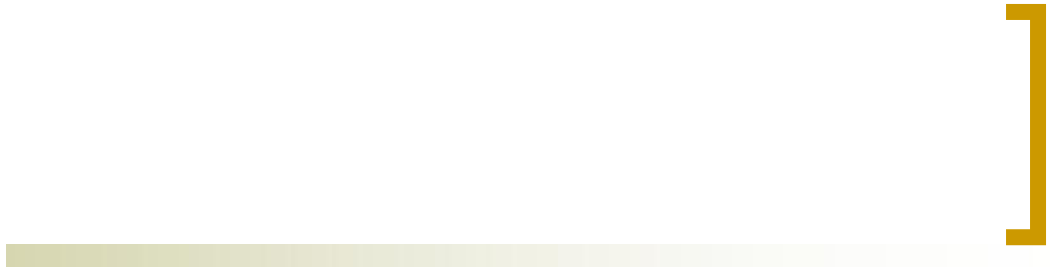
What has piqued my curiosity?

How can I move from “I **have** to” to “I
choose to”?

You always have a choice



5 Exercises For Nimble Entrepreneurs



Exercise #1: Take a chance.

[Ex #1: Take a chance]

S-T-R-E-T-C-H your comfort zone

Volunteer to speak, lead a group

Take on a visible responsibility



Exercise #2: Create accountabilities.

[Ex #2: Create accountabilities]

“What gets measured improves”

-Peter Drucker

Decide what success looks like *for you*

Create pre-commitments

Hire a coach, schedule a presentation, etc.



Exercise #3: Say *yes* only when you mean it.

Ex #3: Say YES and NO

Make every decision a clear yes or no

“No” is a complete sentence

“Yes” is a commitment to excel



Exercise #4: Learn something new every month.

[Ex #4: Learn something new]

**Collect your “I wonder if I can...?”
wonderings**

**Pick one a month and invest 4 hours
in you**

Yes, you can!



**Exercise #5: ID three new ways
to *attract* clients.**

[Ex #5: Attracting clients]

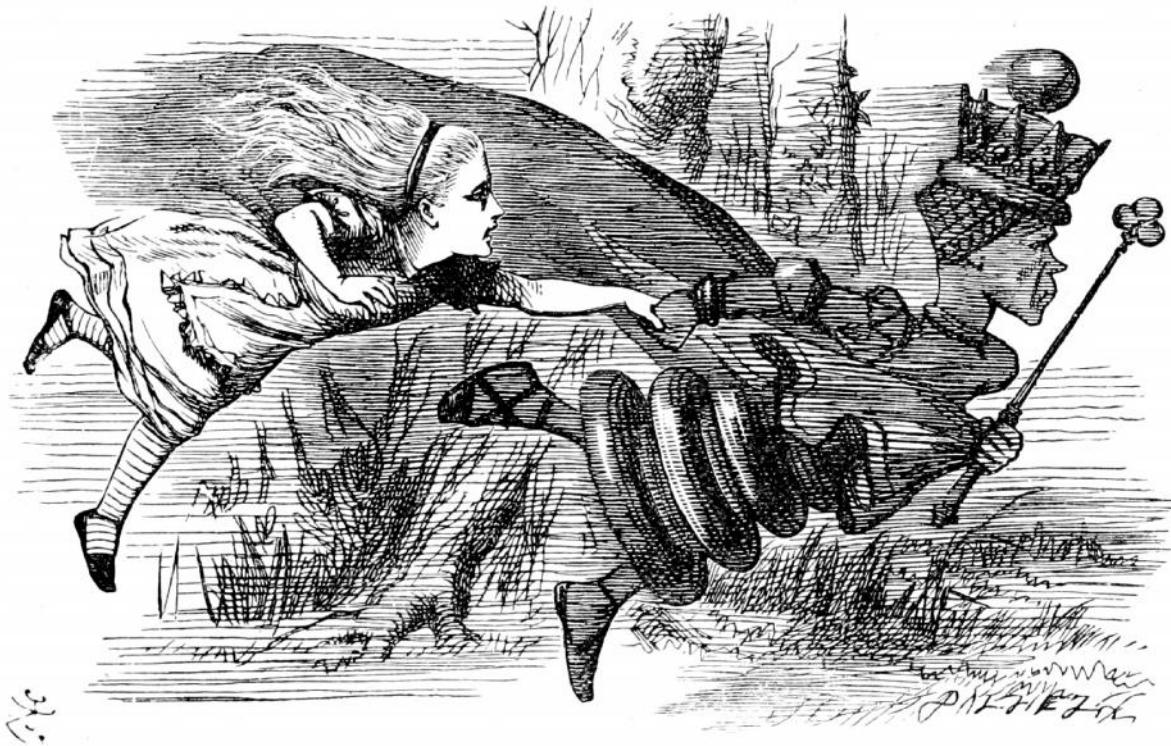
Where are your clients now?

What do they *tell you* they need?

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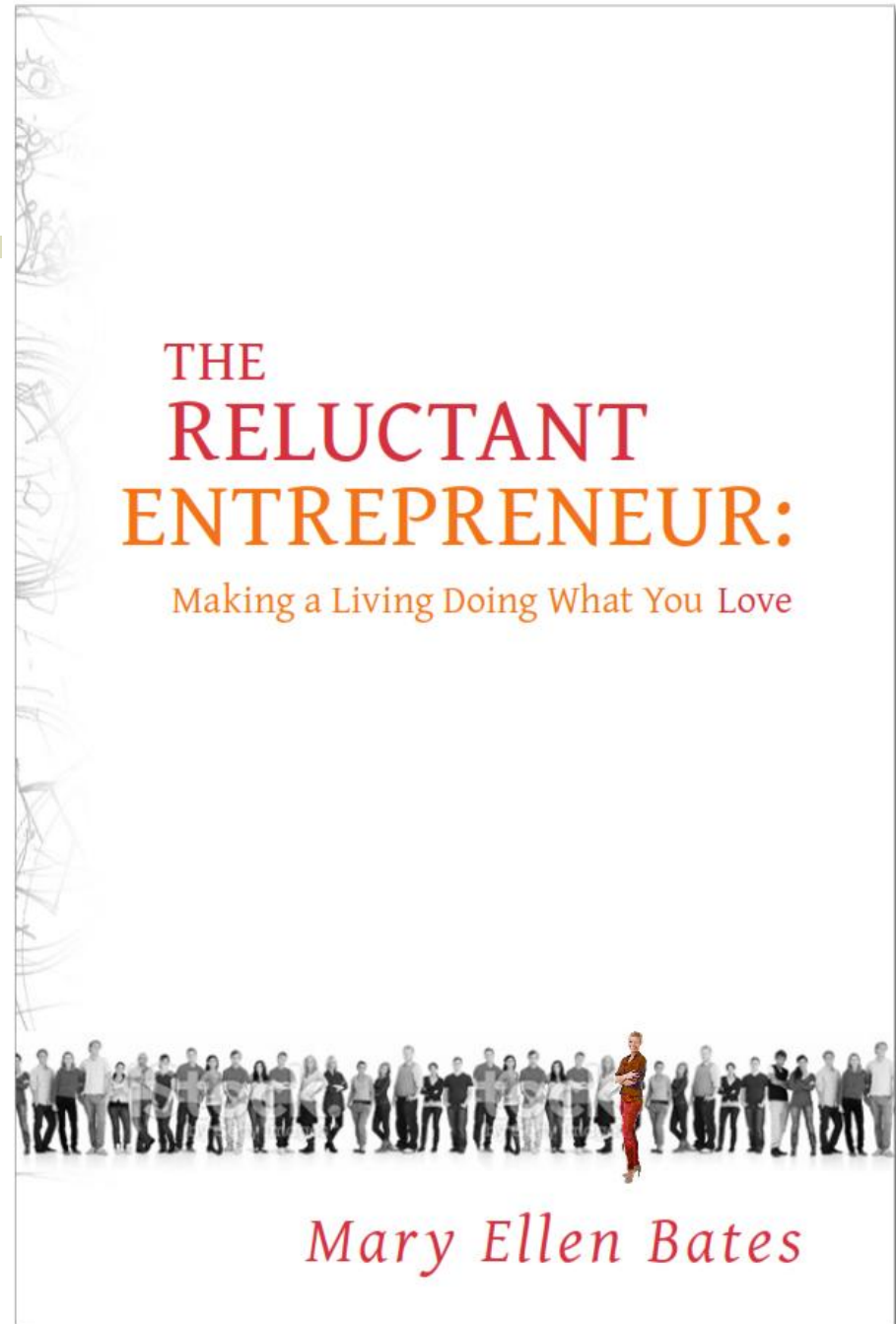
What (more) can you give away?

*Here, it takes all the
running you can do, to
keep in the same place.*



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Coming
June
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