

THE ENTREPRENEURIAL MINDSET

How to Show Up for Your Ultimate Success

Who you are being has a lot to do with your business success. The truth is, as an entrepreneur, you have an intimate relationship with your company, just like any relationships you have in your life. It's a reflection of you, your brand and how you show up every single day. If you are not present, engaged, decisive or frazzled, you likely will experience problems, in the short and long term.

Before that happens, take a hard look at your business and ask some questions. You may realize you want to make some changes to yourself and your company.

amy matthews



I've been an entrepreneur for 15 years. I co-founded a sales and marketing consulting group, an executive recruiting firm, and most recently, a business consulting and coaching practice. My experience has allowed me to intimately understand wide-ranging facets of business, like creating business plans, raising capital, marketing, sales, hiring, building partnerships and growing revenues. I've worked with many entrepreneurs and have consulted with companies at every stage of growth.

Whether you are an entrepreneur just starting out or a business owner in growth mode, each business phase requires different things from you. No matter the stage, you have to show up consistently and be willing to speak the truth, in all situations.

Check out these [Mindset Tips for Entrepreneurial Success](#). It's an opportunity to ask yourself if you're performing at the top of your game.



#1 Positive Outlook

Do you have an underlying fear that you won't be successful? Literally who doesn't. Or, are you stressed out all the time? If any of these questions ring true, you are not alone. Instead of letting your fear run rampant, get in touch with the reason behind your fear to understand what's driving you. It's usually an underlying limiting belief that is causing your worry and anxiety. One of the most common limiting beliefs is "I am not good enough" or "what if I fail". Perhaps this very minute you are embarking on a new endeavor, full of unknowns.

Limiting beliefs will always rear their ugly head when we move out of our comfort zone! Be aware of your fears, acknowledge them, befriend them because some are there for a good reason. Shift the conversation in your head to: "I got this!" Do your best to not let your fears stop you from creating your dream business.

#2 Manage Your Time

Are you more focused on meeting the demands of others than on creating real tangible results? Most entrepreneurs and small business owners struggle with managing their time. The truth is: the most precious and valuable resource we have is our time. It's a finite resource and it's our job to use it wisely.

Boundary setting is by far one of the most essential time management tools. If you set expectations and create clear boundaries for yourself, you will be more efficient and productive and less likely to overextend yourself. Boundaries also will help you to avoid "generosity and people pleasing burnout."

#3 Meet Your Commitments

If you run late more often than not, you're giving off the message that your time is more valuable than the person you are meeting with. If you don't meet your deadlines, you're showing up as someone who doesn't meet their commitments. This may sound harsh, I know. But if you're not doing what you say you will do, ask yourself why.

Maybe you have too much on your plate. If that's the case, let the person who you made the deadline with know you're not able to meet it – ideally, ahead of time. Agree to another date that is realistic and comfortable for you, and then make sure to meet that commitment. Remember, your word is your most powerful asset and you want people you surround yourself with to know that you mean it.

#4 Create Clear Priorities

Are you confused about what direction to take your business and brand? If you are, you're not alone. It's difficult to get clear, especially when you have several possibilities in front of you. Truth be told, you can't do everything at once, especially if you're running your business solo. If your priorities aren't clear, confusion easily can set in and cause inertia which leads to feeling stuck. Make it simple. Get clear on what your Top #5 priorities are and take consistent action towards your goals each day.

#5 Develop A Strategy + Plan

It will be really hard to take your business in a specific direction unless you have a clear strategy and action plan. I liken it to a sailboat without a rudder. You can put all the time and energy into your business, but without a focused direction, the wind will take it where it wants to go rather than where you want to go. It doesn't take 3 months to create a strategy and plan, it can take as little as a few hours. You are not seeking perfection! Commit to developing a plan and be willing to change it often. Pivot is the new name of the game. Your business success requires it of you.

#6 Embracing All Aspects of Business

I hate to tell you this, but there will always be things you have to do that you don't want to do. As one of my favorite bosses used to say, that's why it's called "Work" not "Fun". Being an entrepreneur requires you to do things you're not good at or that don't inspire you.

Whether you are a solopreneur or leading a small or large team -- there is always something. Believe me, procrastinating and ignoring it will not make it go away! Ultimately, you have to handle it. Face the things you don't want to do head on and delegate when you can. I am also a big proponent of outsourcing. If that's not an option, learning to do something that isn't natural for you can actually be empowering!!

#7 Generate Leads

In this day of social media, there are more than enough leads to go around, and then some. If you are stuck on this it may be a result of a lack vs. abundance mindset. Lead generation is both a science and an art, and if you practice consistently, you will get good at it. If something isn't working, think of it as a creative puzzle. Continue to modify and tweak the process until your efforts pay off. Eventually, they will! Also, consider hiring a lead generation person or firm to help you develop high quality leads.

#8 Money Struggles

Many entrepreneurs and small business owners have trouble asking for what they are worth for their services and products. If you have a problem with money coming in the door, look at your pricing to see if it reflects your true value. If it doesn't, raise your pricing so it's in line with what you offer and what you are worth. If you feel uncomfortable, ask yourself: "Why am I having a hard time raising my prices?" Most likely it's a capacity issue and you don't feel you deserve it. Think of making money as a game, when there is a will there's a way. Figure out how much you want to make and leverage your talents to MAKE it.

#9 100% Accountability

This is a big one. It means you can't make any excuses – not on your life. You can't blame someone else if you don't meet your revenue plan or raise the round. Scapegoats are not allowed and the buck stops with you. It takes guts, courage and tenacity to run your own business! You need to be 100% committed and accountable, ultimately to yourself.

You are the authority of your life and the only one driving your business. With that said, expect you'll make mistakes, all entrepreneurs do. When you do, don't fret and take it personally! Creating and building a business is an ongoing learning experience. Do your best to not repeat the same mistakes!!

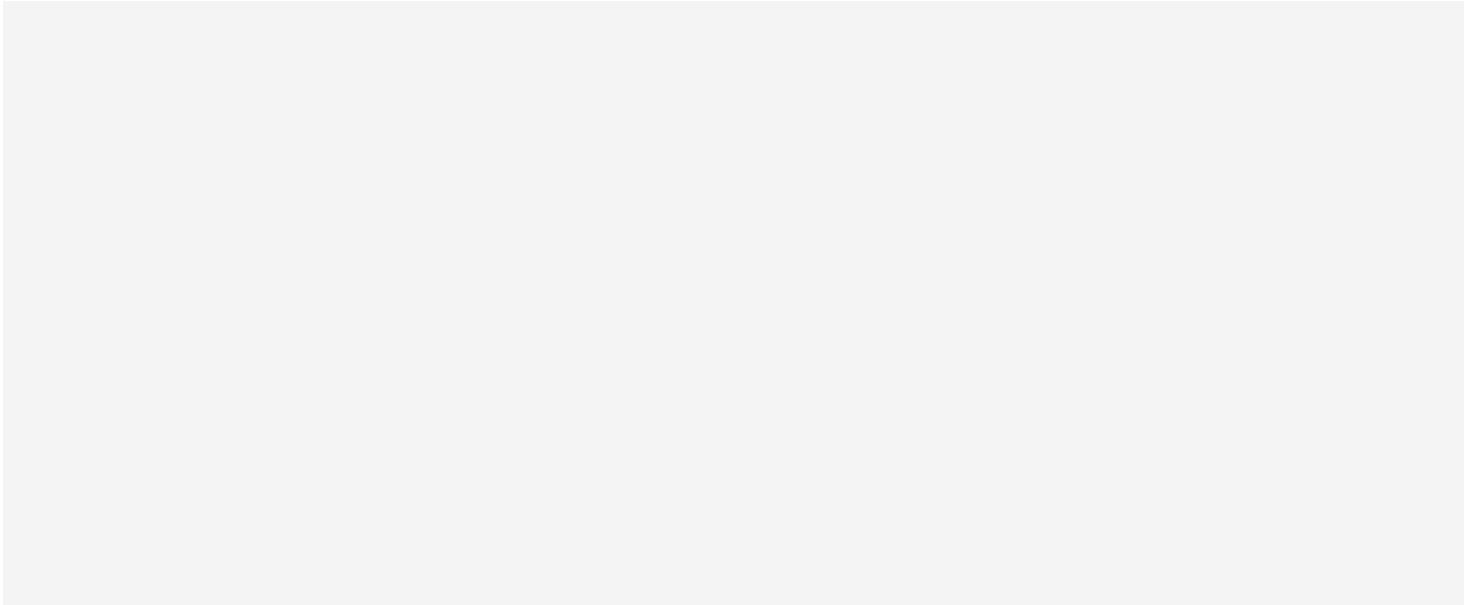
#10 Clear + Direct Communication

Clear communication and the ability to influence others is the #1 skill for entrepreneurs and every leader, for that matter. Your intention for every conversation is to have what you say land with your audience and that they understand you.

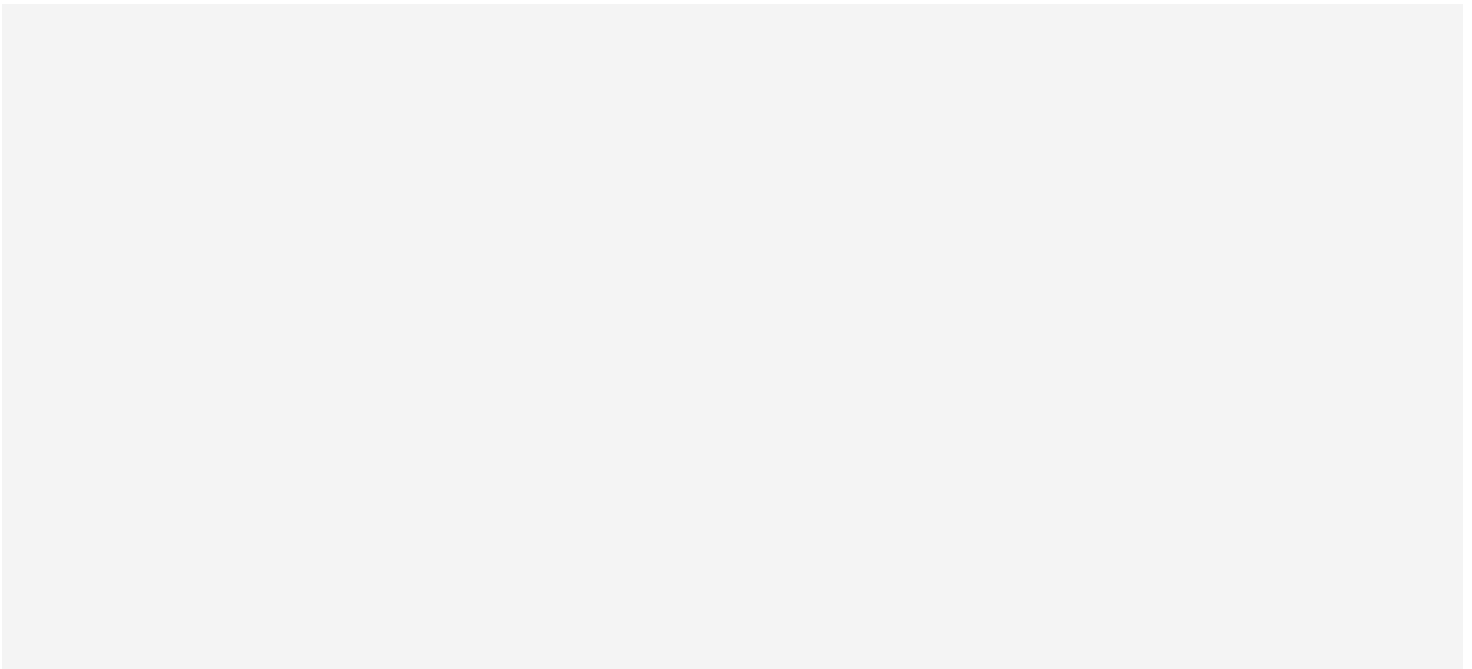
Here are my simple communication rules: know what you want to say, keep it concise, have conviction in your point of view, exude confidence, listen with compassion and look for synergistic outcomes. Once you have clarity on what you want to say, practice! This process will get the results you want, in every conversation.

Now let's take a look at...

What 1 or 2 mindset tips resonate the most? And why?



How do you describe your attitude about business?



Do you know your top 5 business priorities? Write them down.

1.

2.

3.

4.

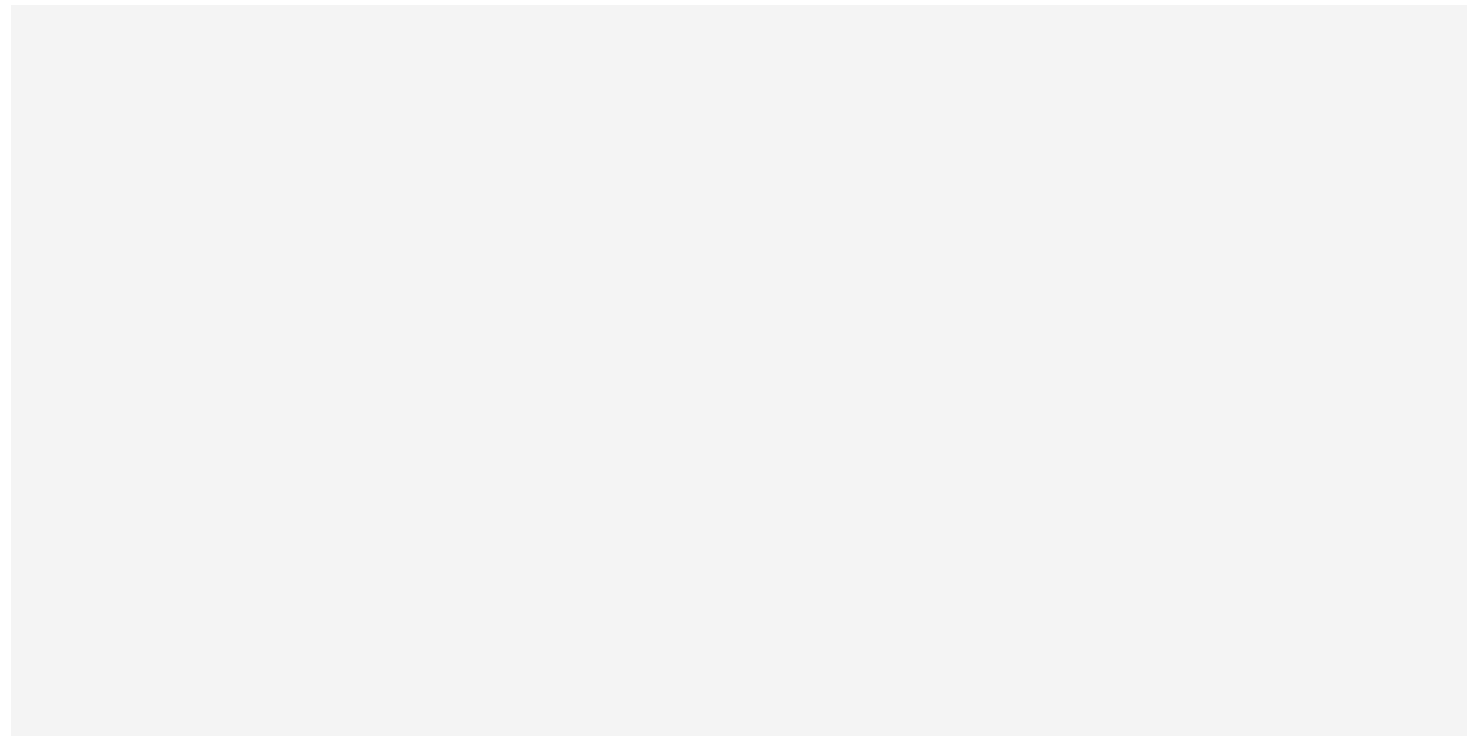
5.

How strong is your business strategy? What areas do you feel need support? Do you think you are moving in the right direction?

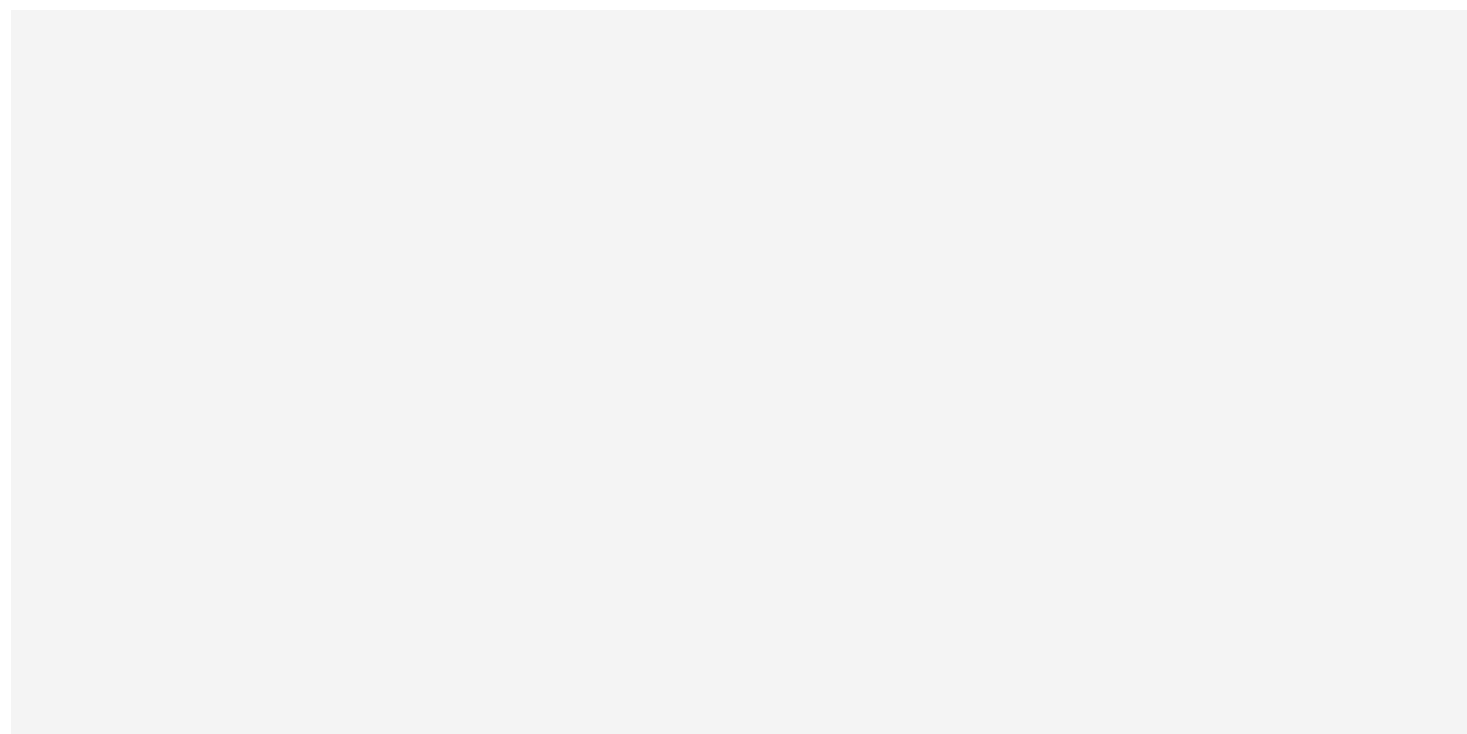
**On a scale of 1 to 10, how well do you manage your time?
If you scored under 8, what do you think is getting in the way?**

Do you occasionally drop the ball and not follow through on commitments? How often? Why?

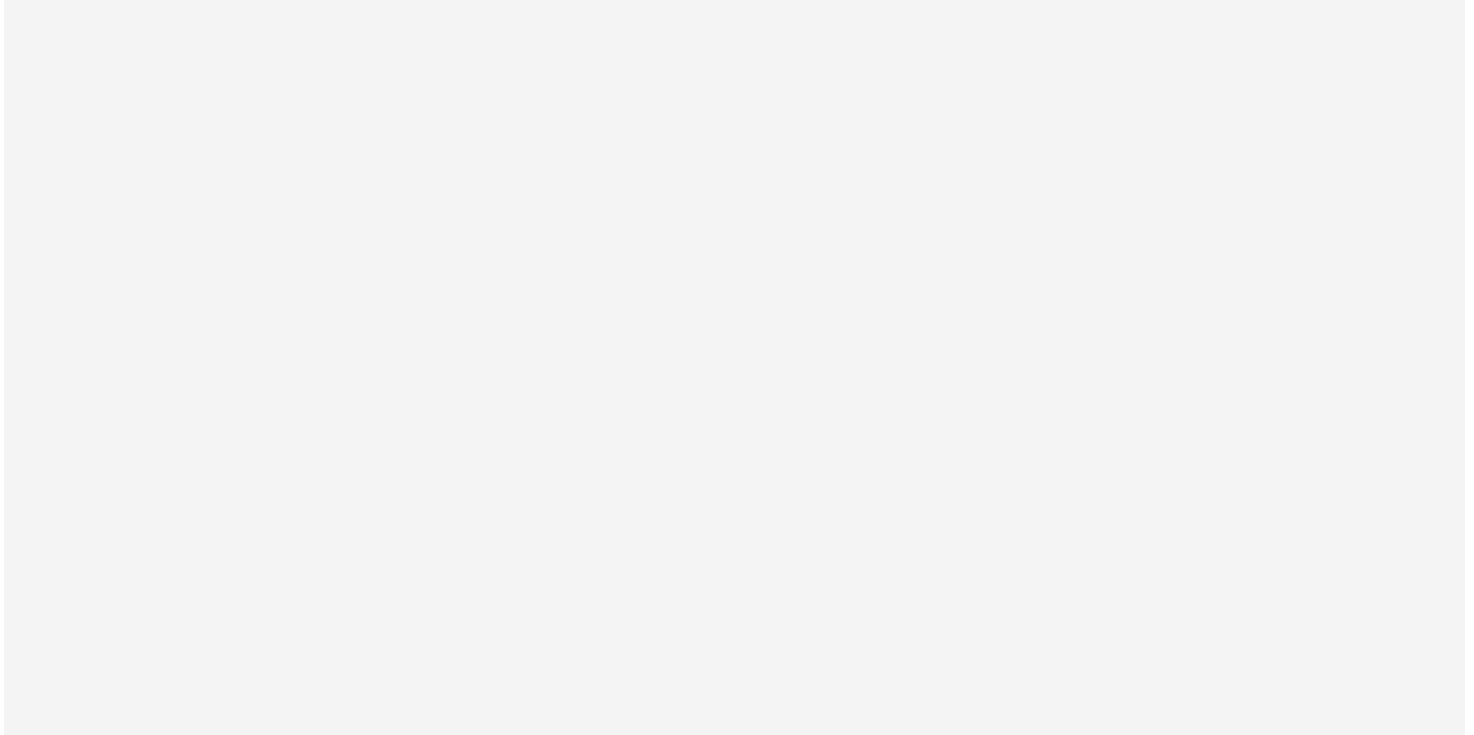
Do you have money concerns? Is there one thing you can do to switch up your business model?



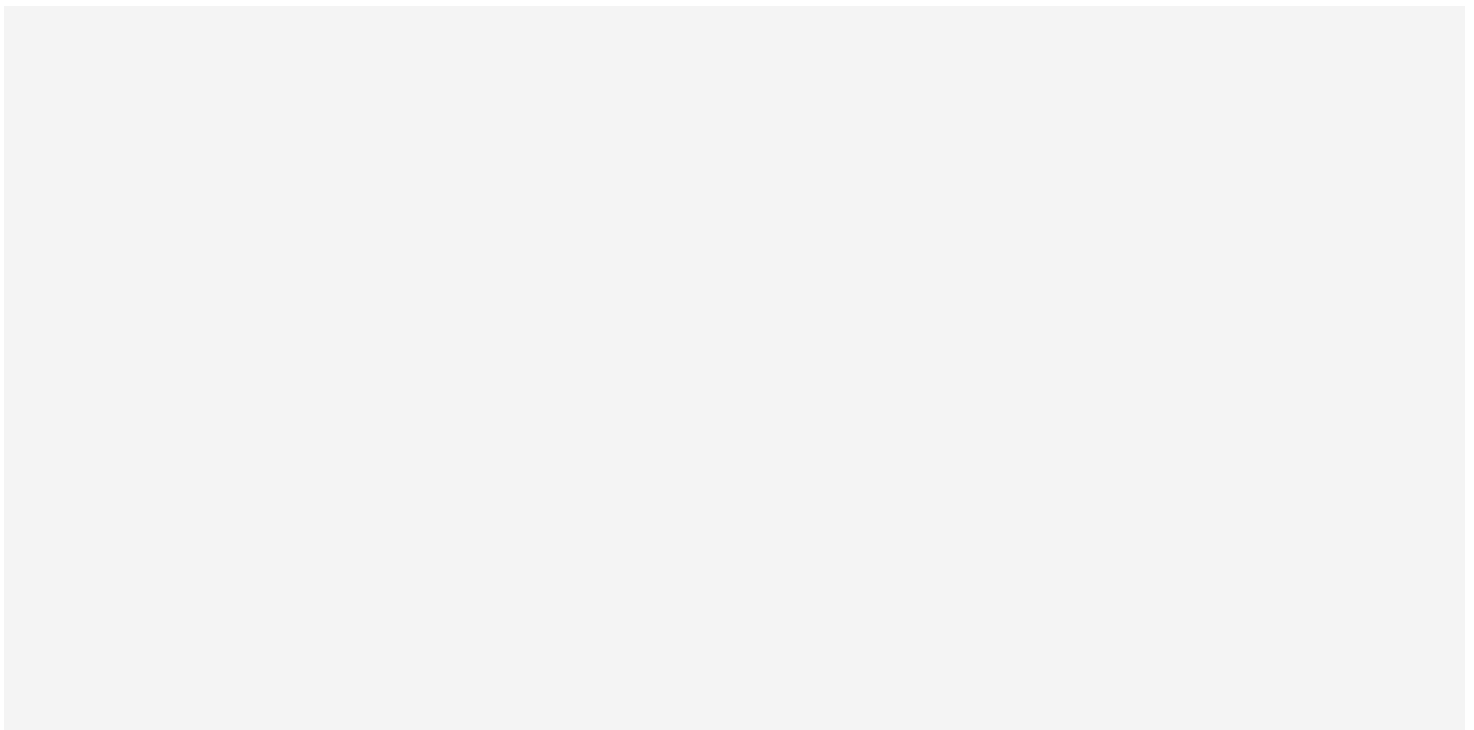
What tasks do you perform really well? What can you outsource to others?



Do you shy away from speaking your truth and having direct conversations?



Is there one thing you'd like to change in your business?



Notes

If you are an entrepreneur or small business owner, I may be your perfect consultant and coach to help you align with your business goals for your ultimate success.

Why work with me?

Before creating Woman UnRuled, I founded an executive search practice and a sales consulting business, so I know what it means to be driven, the way you are.

I started my career in Silicon Valley, building brand new markets for innovative technology companies.

I quickly rose up the ranks and as an executive, led global sales and service teams to consistently overachieve revenue objectives as I generated hundreds of millions of dollars for the companies I worked for.

I am also highly intuitive, creative and I get it. I see opportunities entrepreneurs don't see for themselves. I am known as an alchemist and I'll help you connect the dots, so that, together, we'll develop a thoughtful plan to take you and your business to wherever you want to go.

Thanks to my breadth and depth of experience, as your business consultant and coach, I am uniquely qualified and deeply committed to help you get to your next level.



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Let's create a fulfilling and abundant business and life for you.

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