

## **Achieve Your Goals by Growing Bigger Than Your Problems.**

**A few months ago, one of my clients shared with me** that she had been unconsciously keeping her business small, because she didn't trust she could manage it if it were bigger. She could handle the customers she had now, but if she took on more, she might not be able to give them quality service. Her solution was to stay small so she could stay in control.

**She was operating like many small business owners** and had developed what I call, "octopus syndrome", thinking you have to do everything yourself, and as a result you want to grow more arms, and have more hours in the day, to get things done.

**Sound familiar?** Many small business people begin all on their own, and because money is tight, they do everything themselves. What happens is, that being human, people do what they enjoy or feel comfortable doing and avoid everything else. I did this for over a year with my bookkeeping. For some reason, I felt I had to do it myself. Well, I hate bookkeeping. OK- maybe hate is a strong word. I intensely dislike it. As a result, it didn't get done. I would much rather write articles, create new products and develop new programs because that part is fun and easy for me.

**I finally woke up one day and a bolt of lightning struck** - I hired a bookkeeper for \$40 month. Forty dollars a month! That is nothing in terms of business expense, but I had a mental block and thought I had to do it myself.

**My client woke up as well,** and hired an employee to work with her so she could manage more customers. It sounds obvious, doesn't it, but when you are in the middle of the problem, all you see is the problem not the solution.

### **Why didn't she see this solution sooner?**

She had her own mental block around trusting that her client base and income would stay strong. She also didn't want to give up her control. Lastly, she had a hidden fear of success and concern that she wouldn't have the ability to handle it. However, now her business is growing and she is getting ready to hire a second person. Her revenue has doubled in just six months.

**How are you keeping your business small** in order to hide or feel safe?

What would be scary about being bigger?

What block do you need to overcome?

**The only way to achieve your goals and grow your business** is by making decisions based on your goals, not on your fears or blocks. There are many ways of staying small. Trying to do everything yourself is only one way. Staying small feeds your fears, but does not help you to grow your business.

*Begin today to make decisions based on your goals and you will notice a big shift in your success.*

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