



GET CLEAR ON YOUR BUSINESS DIRECTION

7 SIGNS YOUR BIZ NEEDS REENERGIZING

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THE BIZ REJUVENATOR

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Tell me, when you decided to follow your dream and start your own business, what did you have in mind?

Like most entrepreneurs, I'm sure you were enthusiastic and excited, looking forward to working on your terms, enjoying more quality time with your family and loved ones, taking holidays whenever you wanted and of course a lot more income to live a fabulous lifestyle.

Has your business reality met your expectations? For many women I work with, their dream has ended up being frustratingly elusive. They've fallen into the trap of working more hours than they did as an employee. They're earning less money and they struggle to create a balance between their business and their personal life.

Instead of building a business, they have in fact just bought themselves a less well paid and more stressful job!

Jo X.

Are you living your entrepreneurial dream? Here are 7 signs that your small business needs a change in strategy to make your dreams a working reality.

01.

YOU REGULARLY WORK SEVEN DAYS A WEEK

Do you find yourself working seven days a week? Not every now and then, but for prolonged periods of time? This is unsustainable and leads to resentment and burnout. Neither are good places to be! When people feel completely over their business, every day is a challenge to get out of bed. They wish they were anywhere else other than at work.

If you have been caught up in the daily whirlwind of your business and are struggling to see another viable way of doing things, it's time to take some time out to work 'on your business' and not just 'in your business'.

02.

YOU FEEL OVERWHELMED ALL THE TIME.

Overwhelm is exhausting and steals a ton of energy from entrepreneurs. When you are flooded with that awful feeling of overwhelm you get 'brain freeze.' You might still be able to see your big picture but you feel completely stuck in terms of figuring out the steps to get there. Alternatively, you may be so lost in the detail of your day to day that you can't clearly see where you need to go next. When you think about where your business is heading and what you need to do to get there, you feel so overwhelmed, it's simply paralyzing, and so you feel like you can't get any momentum happening.

There are a number of tangible ways to banish overwhelm, but the most significant, without a doubt, is creating a structure to your daily life that's realistic and achievable against your goals.

03.

YOU DO EVERYTHING IN YOUR BUSINESS

The women I work with launched their businesses as specialists and experts in their field. They love delivering their services to people who need them, but found themselves taking on not only the practitioner role in their business. They head up each and every other department as well! Are you your business' bookkeeper, sales person, marketer, CEO, administrator, digital marketer and cleaner? Running your business in this way will inevitably stunt your growth, limit your ability to scale up and puts a lot of strain on your shoulders while you are trying to be everything to everyone all of the time.

Is it time to explore getting some support? There are many cost-effective ways to delegate so you can focus more time on what earns money.

04.

INCOME RELIES ENTIRELY ON YOUR PRESENCE

Does your business grind to a halt when you're not there? If you stop earning money whenever you take a holiday, have a day off, or are sick then it's unlikely you will ever fully live your entrepreneurial dream.

It's time to approach your business differently so that it works for you whether you are there or not.

05.

YOU DON'T HAVE A STEADY FLOW OF LEADS COMING INTO YOUR BUSINESS

Build it and they will come, right? Wrong! I work with many women who thought that once they launched their website clients would land in their lap. This is a common misconception and cause of unnecessary stress. Unfortunately, effective marketing doesn't start and end with your website; it's just one part of a much bigger strategy.

If you haven't generated a new lead for a while then it's time to start looking at a different marketing strategy.

06.

YOUR CUSTOMERS DON'T STAY

Finding new clients takes a lot of work. If you find new customers but don't manage to retain them, you will find yourself in a never-ending cycle of spending time, energy and money finding new ones.

You may need to shift your focus and your strategy to nurture the clients you already have.

07.

YOU HAVEN'T GROWN AS A PERSON- AND NEITHER HAS YOUR BUSINESS

Do you feel stuck, flat or stale? If your turnover has been the same for the last 2 – 3 years- or maybe even have dropped- taking it to the next level will be really difficult. Here's the thing; if you are not growing as a person, then there is a limit to your business' growth potential too.

To reenergise your business you also have to reenergise yourself. Explore who you are and give yourself permission to define yourself differently, have a new approach to life and seek out a new purpose. We cannot grow our business unless we grow ourselves.

“You are never too old to set another goal or dream a new dream”

- C. S. LEWIS



Do you identify with any of the points above? Reenergising your business isn't something you need to tackle alone. Get some support, and watch your reenergised business thrive, and live the entrepreneurial life of your dreams.



I offer a 1 hr Roadmap to Clarity consult valued at \$297 so you can experience the power of Holistic Business Coaching. Find out more and book your session here:

Feel free to book in for a complimentary 20 min [Discovery Call](#) to see if we are a good fit to work together.

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