



## **The Simple Thing 9 out of 10 Entrepreneurs overlook...**

As a lifelong entrepreneur having built successful businesses in several different fields, it is always surprising how often the simple things cost us. In fact, just like the title of this informational document says, 9 out of 10 entrepreneurs overlook this common mistake which costs them greatly in their businesses and success.

What is it you say?

Well quite simply it is the fact the average business owner spends way too much time during the day wearing a "Fireman's Hat" instead of working with their "Tool Belt". Now maybe that sounds a little silly at first but stop and think about it for a second. How many times have we seen, or experienced any of the following?

- A Staff Member or Employee doesn't show up to Work
- An employee that shows up, but doesn't do their job
- Getting a call from your bookkeeper or accountant regarding an account being overdrawn
- Filing paperwork
- Processing a Refund, or Processing anything for that matter
- How about getting caught up in any other "routine task" like scheduling meetings, website maintenance, office supply issues etc.
- Surfing the internet
- Going through your email, voicemail, and text messages
- Meetings that you shouldn't be wasting your time with
- So many more not even listed here

Now are these issues important? Of course, each has their own value within the context of how your business operates. However, when so much of our time is being used doing things like this, it keeps us in survival mode instead of business building mode. It is highly unlikely that the best overall value you bring to your business is ordering office supplies or filing paperwork. Not utilizing your unique talents and skills to be building your business has a cost that can not only prevent your success reaching its maximum potential, but even contribute to its eventual failure!

We need to change our mindset, and start getting back to working on the dreams, and goals that were the very reason we started our business in the first place. It is almost impossible to build a truly thriving business if we are stuck in survival mode, doing things that are not of the highest value daily. So, let me share with you 3 Simple Steps to help you overcome this common problem facing most entrepreneurs.

### **Three Steps to Avoid the Mistake 90% of Entrepreneurs are Making**

**Step 1 - DELEGATE:** You have people on your team, so utilize their talents. By delegating you are empowering your people to grow. This leads to getting the best out of them! They may not be able to do things as good as you can, but when you empower these people you give them the opportunity to step up to their own greatness, which will free you up even more, and increase the value of your business.

**Step 2 - SCHEDULE:** All the issues we listed above, and a million more need to be taken care of, and handled. The best way to avoid these things taking over your day and preventing you from actively building your business as much as possible, is to schedule a very specific time to handle these things. Call it your "CEO Hour" if you will. That time, whenever it is, maybe an hour on Monday, or perhaps you need one hour every day until your team gets up to speed. Make that time the ONLY time you deal with things that are not about building your business. If something comes up, it must wait until the next scheduled time, or it gets "Delegated".

**Step 3 - EIGHTY PERCENT +:** Commit to spending at least 80% or more of your day Promoting, Marketing, and Selling your Business! The fastest way to Crush all your goals for 2019 is making sure you spend 80% plus of your time doing the things that grow your business. Staying out of all the other time wasters helps you maintain your focus.

For most of us, we started our businesses for some very specific reasons. Experience over the years has taught me that if you can do these three simple things, you have a much better chance of realizing your dreams. These three steps are just a tiny glimpse into the powerful information we can share with you. We would invite you to subscribe to our podcast, where we regularly interview some of the most successful people in the world today in order to get business owners all over the world the knowledge they need to succeed and exceed their wildest expectations. Access this type of information and more on our website [PowerPassionProsperity.Com](http://PowerPassionProsperity.Com) which is growing its library of information daily!

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