

12 Uncomfortable Truths That Are Keeping You From Success



**THE
UNCOMFORTABLE
TRUTH ABOUT
WHAT IS KEEPING
YOU FROM
SUCCESS**

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1. Why Serious Service Providers Don't Want to Work With You

1. Stop asking people to help you without being willing to invest your own time or money
2. Stop making decisions based on fear instead of your future vision
3. You hire someone and then second guess their expertise

2. It's OK to Make Buckets of Money

This is especially directed towards women, people of color and other marginalized groups.

The world is telling us that our value is less-than and designed to heighten our money issues and guilt about making buckets of money. People (especially white people) are conditioned to keep asking for more from us without paying.

So I just want to remind you that not only is it OK to make buckets of money but the world will be a better place when you do! Because you'll use that money to live out your values. So let's not let the assholes make all the money OK?

3. You Don't Understand Opportunity Cost and the Real Value of Your Time

1. You don't understand the value of your time as the CEO of your business. Stop trying to DIY everything and understand the cost of NOT solving your business problems, not just what it would cost to pay someone to help you fix it.
2. A website won't save your business. It doesn't fix your fear of success, your imposter syndrome, money mindset issues, lack of strategy and inability to sell. If you don't have the foundations—your offer, audience and messaging, in place, then no website is going to help.

3. You're focused on advanced business problems when you haven't mastered the basics of how to think properly about the problems in your business and how to solve them.

4. Being Comfortable is a Prison

1. When things are going well, people don't want to take risks. If this is you, you end up with a vulnerable business that can't withstand market correction and other challenges.

2. If you coast while times are good, you won't be prepared when problems arise and you won't have the resources to fix those problems.

3. Freedom is controlling your marketing, sales, revenue and how you spend your time by creating systems in your business.

5. You Can't Have It Both Ways

1. If you want march toward a vision for your future, you have to let go of the past. Your old ways of being, decision making and behaving got you where you are, and it won't get you where you want to go.

2. You can't give what you don't have. If you want to make an impact, you have to put your own mask first and focus on succeeding before you try to help everyone else.

3. How do you get off the struggle bus?

1. Have self-awareness

2. Be willing to change. (Big ego, small business)

3. Less education, more training. Stop watching videos of other people doing things and GO DO THINGS. You learn by doing. Be willing to suck at something until you get good at it.

6. You Need Email Marketing

- Email marketing has 4400% ROI
- 75% of revenue is triggered by automated email messages vs broadcast
- You are not your market. Many objections are based on bad marketing that you've received but that doesn't mean you can't learn how to market well and build relationships with your audience at scale.
- Email is the only way to own your relationships with your audience. You don't control social media platforms and are subject to the whims and rule changes
- If you don't have time to create content, it's because you haven't mined the conversations you have every day and turned it into content.
- The pain of discipline weighs ounces. The pain of regret weighs tons.
- If you're not welcoming people into your digital store, you're basically ignoring potential clients. At a minimum, you should have an automated nurture series that welcomes new people into your brand.
- You need a content strategy.

7. You're Doing Too Much

If someone asks what you do and your answer includes 7 different things, how is someone supposed to know if you can actually solve their problem? If your toilet breaks, you call a plumber, not a general contractor.

If you're trying to get to the North Pole, you have to GO NORTH UNTIL YOU GET THERE.

It's too hard to run a mediocre business. If you're going to work hard, you should focus your efforts so that you can reap the rewards of your hard work.

8. You Need Better Goals

Your goals suck. (True for most people reading this #sorrynotsorry)

You need a number attached to your goals so that you know when you've actually achieved it.

Dream big and figure out how much the life you really want to live costs. How much is the house? How much does your dream vacation cost? Your kid's college tuition? You need goals that mean something on an emotional level so that you can push through when things get hard.

One of the biggest dangers to your goals is not knowing the first step. If you don't know where to start to achieve your business goals, schedule a call with me and I can help you get clarity about the next step.

9. How White Supremacy Shows Up in Business

A white woman commented on one of my posts and told me what I meant to say. One of the ways white supremacy shows up is in white people assuming that they are always right even about what a Black person is thinking!

- It shows up in how much easier it is for some of my white colleagues to build their businesses
- Lack of capital. The amount of money available to Black business owners in Oregon has gone down by 98% in the last few years.
- Distraction from dealing with microaggressions and racist incidents
- Often being the only Black woman or POC in business settings like conferences and mastermind groups
- Ignorance - being expected to constantly educate white people about these inequalities

What Should We Do About It?

- Black women - focus on building your business and don't tolerate shenanigans.
- White people - educate yourself and learn to apologize when you (inevitably) make mistakes.
- Optimize your spaces (masterminds, conferences etc) for Black women to thrive because you'll bring a whole lot of other people along.

10. Needy Clients Are Your Fault

- Set boundaries. You teach people every moment how to treat you. If you have a client that is breaching your boundaries, that is your fault because you didn't set proper boundaries and enforce them.
- You need a process for how clients come into your business that preserves your time for serious potential buyers
- You teach people how to succeed with you in your marketing
- You need to edit how you spend your time and say no to more things.
- Work hard once by creating content that shows clients how you work with people. You'll save a lot of time on educating every new person.

11. You Can't Take Everyone With You

If you had a friend who didn't graduate from 5th grade would you repeat a year just to stay with them? Of course not. But some people hang out with folks who aren't growing and it hinders your own growth.

People who might hold you back:

- People with jobs. Don't ask your 9-5 friends if you should quit your job.

- Old clients. Sometimes legacy clients aren't paying your new rates, expect too much for too little and suck up your time, making it difficult to get new and better clients
- Negative people. If people are negative you should separate yourself from them, or make sure your mindset is strong so that they don't bring you down.

You increase your chance of success by 95% if you get into a group of other successful entrepreneurs who can push you to grow. One of the best ways to do this is to pay a coach or mentor or join a paid mastermind.

12. You Can't Help Other People Step Into Their Power Until You Claim Your Own Power

- There's a lot of people who want to help other people get what they want without having the confidence to claim what they want and charge appropriately for it.
- We get pissed off when big brands steal someone else's ideas or talents and profit off of it without compensation.
- If you are giving away or underselling your services, you're stealing from yourself!
- You can't help other people step into their power until you step into yours