



# **Five Avoidable deadly mistakes that Kill Your Revenue and Keep You Stuck**

**By**

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## **Five Avoidable Deadly Mistakes That Kill Your Revenue and Keep You Stuck**

Welcome to my five avoidable deadly mistakes report where I will discuss certain things you will want to avoid in your business so that you don't kill your revenue or become stagnate in your business growth.

Each year millions of excited and hopeful entrepreneurs embark upon starting their own business ventures. Some choose to turn their talents into a small business; others choose the network marketing or direct sales route. Often within the first two years of opening their business, the hopes and dreams of being their own boss fades away. What they dreamed of as being time and financial freedom actually becomes a time and financial nightmare. These would-be business owners find themselves tied to their businesses which have now become just another job with a different boss. They also find that with all of the effort put into this business that there is little to no money to show for it. In fact, they often find themselves having to spend more money just to barely keep their head above water.

If you want to avoid falling victim to the situation just described, here are five avoidable deadly mistakes that you want to be sure to avoid that can kill your income and keep you stuck. While there is much you will want to do to avoid this business bondage trap, as a minimum, avoiding these five deadly mistakes will certainly help you get on the right track.



## **Deadly mistake #1 No vision of your ultimate success**

There is a scripture that states “my people perish from a lack of knowledge”. I also believe that business owners perish from a lack of vision. If you don’t know where you want to go in your life or business, then how are you supposed to get there? If you could just imagine for a moment...what kind of business you would want to have if you knew you could not fail. How much income would you make? How many employees would you have? What kind of lifestyle would you live? Where would you live? How much spare time would you have and what would you do with it? It is important to have a vision so that you can create a roadmap to get there. Your goals are a part of that roadmap which leads to your vision. Your vision should be visual but not only that; it should be something that you can emotionally connect with now.

The key to making your vision a reality is being able to live it between your ears first. Your success starts there. If you can see it in your mind’s eye and feel it as though it has happened in the present, you can certainly achieve it. This helps you to shift your energy from a ‘have to do it’ to a ‘want to do it’ when it comes to accomplishing the tasks it will take to reach your goals and ultimately your vision.





## **Deadly mistake #2 Negative attitude and mindset.**

Mary Kay Ash, one of the most legendary business women I ever had the pleasure of meeting, always used to say “If you think you can, you can. If you think you can’t...you’re right”. One of the worst sins a business owner can commit is having a negative attitude and constant negative thoughts. It is so easy to find problems and to always look at what is wrong. It takes a little more effort to focus on what is right and to be solution focused.

Negativity is the enemy of success. It puts you in an energy that repels success rather than attract it. Notice that what you focus on, you will always find. So, if you focus on problems, what’s wrong, and what can’t be done, then that is exactly what you will have in your business. That of course leads to insurmountable obstacles, unaccomplished goals, and eventually...failure.

On the other hand, the most successful business owners never see problems, they always see opportunities. There is no obstacle that they don’t find a way over, under, around or through. These owners are solution focused and are always looking for what is right and building upon that. When an opportunity arises (not a problem)...the question becomes how will we move forward? The phrase, “We can’t”, is not in their vocabulary. They maintain a positive attitude which then attracts the success they want.



## EXERCISE

What negative thoughts have you entertained about your business?

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Look at it differently. How might you reframe these thoughts to more positive ones?

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What might be some solutions that you could focus on?

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Now that you have identified negative thoughts it is time to watch our for...

## **Deadly mistake #3 Using Four-letter words.**

Have you ever noticed how much easier it is to do something you want to do instead of something you have to do? When you can change a task from a 'have to' to a 'want to', that is called an energy shift. One of the first ways you can begin that shift is by using empowering language. Watch the language you use. Scripture again refers to the power of the tongue, with it you can speak life or you can speak death. The book of James is largely dedicated to the power of the tongue. Your subconscious does not know the difference between fantasy and reality, it only knows what you tell it.

So why not tell it that you 'choose to' instead of 'have to'. How about saying "I want to", instead of "I need to" do this or that. What about using the words "it's important that I do" rather than "I should do". Speaking of should, I once heard a friend talk about using the word 'should'. Your spouse 'shoulds' on you, you go to work and your boss 'shoulds' on you, you go out and your friends 'should' on you, then before the day is over, you 'should' on yourself. Before you know it, you really stink. Why?....Because you are full of 'should'!!! So please don't should on yourself. Use empowering language not only for yourself but also for the people in your life. Teach them how to do the same.



## EXERCISE

Write down tasks you have to do to complete a goal in your vision.

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Use empowering language before each of the tasks and train yourself to talk in that manner. When you catch yourself using language that is not empowering, stop and correct what you are saying.

**Try saying:**

Want to

It's important to me

Desire to

I choose not to

Sometimes, often, seldom

I will

**Instead of:**

need to

should

have to, must

I can't

always, never

I'll try

Now that you have avoided having no vision, a negative mindset, and using four letter words, make sure that don't do this next Deadly mistake...

## **Deadly mistake #4 Missing your core four**

This sin can make you not love or like your business after you have been in it a while. If you are not honoring your core four, it will be very hard to sustain or have a successful business. So what is the core four? It is actually your top four values. Some of the most successful business owners who love their businesses honor what's most important to them in their business. They honor their values. You are your values and they are intrinsic to you and a part of how you are wired by your creator. We have a choice about our morals but not about our values. When you can center not only your business but your life around your values, you will then experience more fulfillment.

Interestingly enough, many people haven't really identified their top values. Values are often confused with morals. Morals refer to behavior, in other words, we base our behavior on our morals. That is why it is a choice, such as using biblical principles upon which to base morals. However, our values are how we are wired. Our values are what makes life worth living and what gives us peace and harmony in our lives. Truly knowing and understanding your values is a journey inward to self-discovery. It is a process and it is one of the first things I conduct with clients during our initial session together. It is a critical part of the coaching process. When you know your values, which means you really know yourself, then you can honor your values and live a more fulfilling life and enjoy your business.



## EXERCISE

Identify your core four values:

1. \_\_\_\_\_

2. \_\_\_\_\_

3. \_\_\_\_\_

4. \_\_\_\_\_

On a scale of 1 to 10, how well do you honor these values in your business (*mark that number next to each value above*)?

In what area of your life or business might you improve how you honor your values?

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## **Deadly mistake #5 No Val-YOU**

Finally, avoidable mistake number five, is having no val-YOU. Not only is it important to know and understand your values, but you must also know and understand your val-YOU, meaning your worth and the worth of what you offer. This sin of having no val-YOU costs small business owners and entrepreneurs income. It comes in the form of undercharging for services and products. More often than not, especially in the early stages, business owners fall victim to no val-you. These owners do not value themselves or place very little value on what they do and offer. As a result, they don't charge enough for their services or products.

It is easy to fall victim to undercharging in service related businesses. Instead of looking at the value of the benefits the customers will receive from the service, the business owner thinks more about what they think someone would be willing to pay. They will fall into the "I'm not good enough, yet" syndrome and won't charge the fees that they could charge and would deserve to charge.

I'm not saying that you should never consider what customers would be willing to pay. What I am saying is that you don't want to base your prices solely on that. If someone isn't willing to pay what you ask for your services, then you may consider that they don't fall into your market. Look at what you are offering. The more specialized you are and the better you are able to solve a problem for your market, the more you can charge and expect to receive.



## EXERCISE

How do you feel about the fees or prices that you charge for your services or products?

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How do your prices compare to your competitors' prices?

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How specialized are your products or services? What problems do you solve for your target market?

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There you have it. The five avoidable deadly mistakes that you will want to avoid in your business.



## Conclusion

Make sure that you have a vision of what you want in your business, where you wish to go in your business, and the life you want to live. To keep this vision alive and real be sure to stay positive and reframe from having a negative mindset or negative thoughts. If you find yourself giving into negativity, stop and visit your vision, that will help you to shift your energy back to the positive. Then be sure to avoid using the four letter words that keep you in a negative energy. Instead, use empowering language to help keep you in an energetic state that will attract success. Remember that it is vital to the longevity in your business to center it and your life around your values. Doing this will increase your fulfillment in these areas. Finally, know your worth and don't fall victim to undercharging for your products or services.

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## So what's next?

At this point you may be wondering about the direction you should take in your business or maybe in your life?

You actually may be thinking that you would love to have extra support but you aren't sure what kind. Perhaps you have heard of coaching but you aren't sure what it is. Maybe you know about coaching but think you don't have the time, money or energy for it right now.

You could be right.

But consider this. How likely is it that those same precise issues of time, money and energy that may be holding you back from pursuing coaching, are also preventing you from pursuing anything worthwhile that will break you out of your current situation? How long do you want to delay your dreams?



If you aren't sure about coaching, why not take the no cost "Is Coaching Really Right for Me?" assessment. [Click Here](#) and let's find out.

(In case clicking the link does not work for you, here's the assessment URL: <http://tinyurl.com/fiveavoidablemistakes>) Simply copy and paste URL into your address bar!