

**Jennifer Navarrete:** Welcome to the show that shares insights into how you can Build Your Business Once then reinvent it as you progress with hosts Sherry Lowry and Jennifer Navarrete.

Thanks so much for joining us today, my name is Jennifer Navarrete, and I am joined here by Sherry Lowry who is sharing her 20-plus years of knowledge on what it takes to **Build Your Business Once**. On today's show, we are taking a look back at the previous six broadcasts. We like to take some time after core concepts have been broken down over the course of the previous week and summarize those into one show.

The fact we can do that, Sherry, is amazing to me. There is so much going on that we have allocated the extra time today.

So, hey everybody! Strap yourself in and get ready for the speed-dating version of the Build Your Business Once Show.

**Sherry Lowry:** Ok, I am going to go back a bit beyond that to remind everybody who was not with us on this journey so far, that we do have archives for them to tap. Now, we already got the Lesson, the Life Lesson, the message of Life Lesson that we are building our business once but to make it easy to rebuild, restructure, and add-to it. It is pretty priority to get the message quickly on what the Lesson has been each time you get one.

We are calling that Feather Learning, each time we get kind of a nudge with a feather or a hint, or a little intuition-hit, or a sign, or a a sense something is in the queue, or a repetitive kind of circumstance to move on forward – but taking that into concrete awareness. So with more of that, we can avoid what I am calling the Brick-Bat lessons, the learning the hard way which we also both have done some of in the past. So we are starting on that basis, then we moved to listening for the Big Five and I will remind you what those five are as we will be listening for those as we move our way forward, as well.

Focus; Mindset and Attitude; Skills and Capabilities would be third; Habits, Practices and Patterns a fourth; and Energy – as in watching out for our level of energy as well as that of others, and who and what drains us quickly. As we notice and differentiate, we can begin to learn to get less of that in our life or out of our life, and not to add it back as we move forward. Simply progressing into

the week together we begin to talk more about actually designing our Life and our Business to work well together. Naming elements helps an amazing amount, just for starters.

**JN:** That is a whole heck of a lot, and I just cannot wait to hear how you blend this all into one show. Sherry mentioned the archives, go back and listen to them because there is a whole lot of meat there and we will summarize it into one show for you.

**SL:** Alright, we began the week this week, the last seven days, this is the 14<sup>th</sup> day now when we kind of took off more in the direction of Relationship. We spent the first week building ourselves from the inside out and then we launched into building the relationship with others. Then we got to the point of Life and Business Design. We talked directly about who we wanted to work more with professionally and expand upon what we are already doing professionally. Then we began to bring into consideration collaboration and colleague and teamwork as well. We talked about the importance of identifying what our own primary gifts and talents are, acquired or innate, and what of those were ours to share and how we wanted to go about doing that. We also addressed more recently our special benefits we extend in our services and in our way of working. Ultimately we wanted people to know what do you want your business to be as a message to other people about that when they contract or agree to work with you.

So, let's stop right there, Jennifer, for comments you might have about any of that.

**JN:** I really do think that mindset is just so important because it clarifies things in such a way that when so much opportunity hits you can easily identify what is a true fit for you, and stop yourself going in directions that are just going to frustrate you and not be satisfying.

**SL:** Yes. Then we also spoke in terms of the transfer of you and who you are into what you wanted to epitomize in your business, what you wanted to be representative of in your personal vision for your business and when you are on purpose, and what that would look like, plus how you would qualify to be executing in your own business over and over.

One of the ways you and I qualify is to keep growing, keep being willing to pay attention to emerging edges, to certain trends, trying out things, being an early adopter, and knowing when we are on-mission and not on-mission.

That became a very important part of my business. I started doing that early, I began to call it a Quest For A More SeamLess Life™. Within that SeamLess would be like a designer suit of special fabric, a piece of clothing you would wear, you would know when you had it on, but it would never be a bother to you. There would never be a tug or tussle, and to design your business that way, you have to design it so different aspects, elements, different type of clients are not being as much a distraction for you as as carefully as they may be spotted as a forwarding focus.

Part of what we did not get to but will briefly, will be on the Handout on your own quest should you be having one for your own brand if *a seamless life*, a life that fits with your business. Jennifer, you and I both ended up having kind of a specialty almost in that way we customized our businesses BUT we have had years to do that.

I will speak about this as if we didn't know all that in the beginning and gradually began to adopt some of these ideas.

One of the things I want my clients to know about themselves, and I had to find out about myself: what are our attributes, what are our primary advantages we extend to people when they work with us as clients? I had my own clients define this for me through interview processes, other people did the same with them.

My own as it turned out to be for my clients were: Providing them a sense of warm safety they could always count on being able to tap into; vision of some kind, and in that case it needed to be for them VS for me, but what they said was I had a clear enough vision for myself I was able to shine a light for them when they were on-quest for what their ultimate vision was at the time we were working together.

They felt they could come to me for wisdom mainly because I am old now, I have been growing old for quite a while now. I do claim this. I have a capacity for synthesizing, for taking a lot of disparate things, things that don't seem related, but seem to have threads of commonality, and I think you do that also, Jennifer.

You can count on me for humor, they can count on me for the unexpected, or the innovative, or creative to help them make sense out of the mish-mash that they brought to me. Or not...and if not, to do point that out with good humor and patience...and truthfulness but not edge around it. So, those turned out to be directly related to some of the benefits I can offer clients.

In the write up I have done for myself, I did it in such a way that would give each of you a marching order for creating your own vision statement, your own purpose of being, that is related to that, this is not the kind of thing you need to write on the back of a business card to be remembered, because it is directly related and personalized to each one. When you put the time together to do this it can be so vividly about you – you will remember it.

So, you and I will visit that again, but that was one of the places we went in the last week here in addition to in conjunction with a life and overt say into our business design.

**JN:** Sherry, you say you are getting old, but I say you have been gaining wisdom. As a matter of fact as I have also been gaining wisdom, like streaks in my hair, I call them wisdom highlights.

**SL:** I know, people are comfortable with that too, I have seen that too, we have been around each other. Some years we have been around each other more than others, but we always seem to come back together wherever we left off. That brings us to what's underlying – what is the Strategy?

Then we took all of that, and began to fold it into strategy, and so you would have an awareness of what the significance is of the underlying strategy, having a strategy for your business. I am going to say again, poor to bad strategy is really easy to recognize. Excellent Strategy tends to show itself more not in the process, but in the results – the ROI = Return On Investment, be that time, energy, talent, creativity – or a blend of all.

This is how you can recognize it. It is confusing what too many may CALL strategy then describe it with big stretch goals, real bright blue sky goals you don't really have any basis or concrete history for, just a big and avid WANT or desire for more. My own experience is simply MORE is almost never, ever enough.

Raw ambition, over-ambition, it can be called leadership, that is not necessarily what it is, but it has a misnomer sometimes of that. Poor to bad strategy may show up disguised as vision, planning, strategic objectives that are especially fuzzy by the way, tactics, an elevator speech and you will hear it in every audience, somebody goes into it, all ego and a pipe dream, or motivational rhetoric. What happens. Just watch the crowd. Eyes glass over. Attention wanders. Every time. Every time. It's not really Strategy and both crowds and individuals know it.

What good strategy actually is would be a way that is meaningful to you and doable through a challenge or a response to a challenge. It lets you build a bridge between purpose and action, and between desire and visible outcomes. A really good strategist know this: you already have a competitive advantage in that arena, in that approach and you are able to be competitive in it. All that combines to bereally good reasons to wait for a olidd strategy and not compete is you have your mixed up with objectives or goals, or dreamy wants. The reason most people do any of the latter is they refuse to choose.

Good strategy is solid, fact-based. Strategy in that in which you really do have a competitive edge, then you are not afraid to choose.

Lets take Brewing Media, when you guys created what you did and you are still using as a platform and a set of offers, you had to be very specific. Though you may only recently more acutely aware of this, you were strategic enough on how you wanted to focus, what talents you wanted to bring together, how you wanted to focus on, be very clear about what you wanted to offer, and be very clear about what you were not there to do, or what you were no longer wise to be doing.

I truthfully don't know your business well enough (yet)to be saying that, but knowing you, I have a strong sense you made sure all of that happened.

**JN:** The nice piece about that is once you have that kind of clarity you immediately recognize when business opportunities are not for you and if you are really well hooked into your community, you immediately know who that person would be really well served by. Having that source of being able to give away business as well as being on the receiving end of business is really great, but you don't know what that is until you really have clarity. For me, that was really

narrowing it down from all the things I could be doing that I know how to do to what I really enjoy doing and the things that are my sweet spot.

Once I settled into those three core pieces of my business I have been infinitely happier, my business has grown, amazingly well, I now have a team of folks I work with, and it really does benefit you to take the time to hone in on exactly what it is you are really well suited to do and take the action. We all have ideas right, sure, everybody has ideas, but if you don't take action, you will be in that stuck mode, the purgatory, where you are not really making a decision you have ideas and are excited, but without the first step of movement you will not get there.

**SL:** Right! I recall you had a sacred trio related to crafting your strategy based on really concrete, cogent areas: **time, tool, and talent**. That is what your team represented offering to others, to help them figure out what was timely for them, how they, I am interested in hearing more about that later, I think that is in a separate engagement that we will hear about that. Then I had also introduced a strategic planning goals grid this past week and that was on one piece of paper, four quadrants, and on the left side was a yes, and that was all about achieving, what I do want I don't have yet, and what I want specifically achieving certain possibilities in place. Also taking into consideration what I wanted to preserve of what I already do have and want to keep. So nothing gets in the way of taking those to the curb.

Being very clear about what is relevant that is already in my business or in my life I wanted to ensure I took care of to preserve.

ON the right side of the paper are NO, or AVOID, or CLEANING Out, or getting rid of, or whittling down. So, it was literally more about not letting in or eliminating and getting clear about those.

This lead us to questions, so on the back of the Strategic Planning Goals Grid you will have archived and you will find with it are also some key questions. I am not going to go back into all of those but they are there for you.

It is going to be called Strategic Planning Goals Grid, and you will be given the template for that. Then, we had a little talk about ideal profiling of your primary most desirable client, but to do that, first you had to profile yourself and what we

came up for with that and it will radically increase your possibility with this, is being knowledgeable about specifics of what type of client you work with best. If we are lucky we can go on history of proven facts with this, and you and I have a history with that. If at some point we had to muddle around in it till we figure that out and you mentioned at one point even though you didn't know what you needed to know at the very beginning, you knew enough to try things out with enough people that became to be clear to you, Jennifer, too.

**JN:** So true, that is part of the learning process, I also call that the trial and error process too. If you can shortcut the trial and error period, hone in on what is the sweet spot, that is even better.

**SL:** That is when we become quick studies, but it hurts. The reason that actually put some time figuring out what your ideal profile is conceptually and documenting that, is this will magically start to draw that type of client to you. The more you think about that, the more clarity you get, the easier you also recognize these potentials or people as they start to show up in your life and business. It will also simultaneously gradually start to clarify for yourself how you work best. Not just who you work best with, but how you go about that.

Then with that, you can begin to incorporate that and this will come up in our collaborative type agreements and contracting with clients next week. But once we get that point, everything starts to be grist for the mill and it all starts to work together.

Also, the benefit the dessert part of it the extra benefit is you will also begin to make progress in educating, or in being more competent in educating your referral sources. It is important you take full responsibility around and helping them know what types of referrals you want and how to refer to you. The easier you can make that for them with materials, examples, or literal experiences with you, the better opportunity they will have to be more comfortable in referring to you.

That is going to be an important part of the last two weeks we will spend together. Gradually what you begin to notice, progressively, almost automatically will be the upgrading of you and your over-all client-base quality.

We will talk more about that through the remainder of the month. I would like to encourage everybody to think about that. We will put an outline of what I use myself for profiling myself, and what it includes, the traits of my own, and how I came up with a lot of this was talking with good colleagues, contrasting and comparing together what we all did that worked. Sharing then Borrowing some elements from each other and creating was natural and fruitful.

That lead us – oh. Wait. I don't know how we are doing on time. Let me let you lead us to the next step if we need to close, or if we have a bit more time.

**JN:** WE definitely have a little more time, but something I wanted to interject, I think lots of times folks think, this Build Your Business Once thing is a destination, so if I check these things off, and then I get there, I am done. I want to let everyone know this is an on-going process, it doesn't stop when you check the boxes, you are constantly going back and refreshing, making sure you are staying within that sweet spot of your business.

New opportunities arise, and we may be excited and want to pursue them, but we should always refer back to the framework.

Eventually the referring back is not necessarily documentation, though it can be, some times it is stuff that is already in our head and we can mentally check off those things.

**SL:** A lot of it will become part of your DNA. If you love being in business, the way I always have and you have as well, it is a blessing for us to be able to get up in the morning and actually like what we are doing and like the people that we have an opportunity to do this with. So, and it takes truthfulness, telling self truth, and that can lead us I get into what we spent some time on this week we are doing a little recap around, and that is what do we need to ask of yourself as well as our potential others, or even our current clients when we are ready to begin to demand more of our own serve in terms of return to yourself beyond physical of what other kind of appreciations, recognitions, and acknowledgments we are actually giving to other people and to our clients, and to yourself.

The good news about when you get to this level of business, there is as much for you in the on-going quest and on-going refinement, the on-going learning, on-going exploration as there is for other people.

So, we get to kind of equal share in all of this. So, one of the questions I ask periodically, this was when Jennifer came to me and said, do you want to do this with me *every day in November*? One of the things I had to ask myself, and was delighted with the answer, because we are doing this, is what do I dare to want?

I had never documented in one place what it is I do with people that seems to come, pass through me and get a life of its own, go to others, then actually put it in place actively in their business and I get to observe that.

I had a session this morning with a Client I had worked on and off with for 20 years. He is in the NYC, New Jersey area. We had such a good time working together this morning we will take an extra session next week that wasn't on either of our calendars to explore in more depth one of the things he is now building a team we want to experiment with.

So, it is that kind of thing when you become part of the business of another to the point you can mutually say we will take a jump into this and learn together. That is just a joyful way to be in business. I am extremely appreciative of that, and I tell him I was doing this later today with you. He thought that was just great. He is real curious to find out about what we learn this month.

So, Powerful Questions, and true Deep Inquiries are part of this on-going quest on this journey. What do you most want this week, Jennifer, because you have a bunch of stuff coming up for you, too.

**JN:** Yeah, we do, that is the great thing, it is a joy to be in demand in that way. It is freeing and fun that we can make those decisions on when we are going to attend events, when we are going to participate. It feeds into the sweet spot of what we enjoy doing anyway for our business and our life.

Firstly, I want to congratulate those folks who have come on this journey with us, we are about at the half-way point. Tomorrow will be the actual half-way, but we are two weeks into the Build Your Business Once process. I want to give our listeners a pat on the back.

**SL:** I think they desire that. I want to ask them to begin to think for the last two weeks, what are you personally and professionally willing to exchange for getting the opportunity to really put in place the elements and facets for you that will

## Recap: Designing Your Business

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allow you to Build Your Business Once, then build upon it and or re-invent it from there?

**JN:** I think that is a great way to round out our show, our recap show. Thank you again, Sherry, for joining us and sharing so much of your wisdom.

**SL:** I am glad to do it, thank you. I am enjoying it. Talk to you tomorrow.

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