

Jennifer Navarrete (JN): Thank you so much for joining us for the introductory show for the Build Your Business Once. Sherry Lowry and I are very excited to launch this show. My name is Jenifer Navarrete in case you cannot tell already.

Let me talk to you about Sherry Lowry.

I am looking at her BIO. This bio, as impressive as it is, I have to say doesn't speak to the tiniest fraction of who this dynamic woman is. Sherry Lowry, MCC, MS, MA, is a lifetime, serial entrepreneur.

I want to stop right there. Sherry, because I absolutely love that is your opening sentence to your Bio, talk to our listeners a little about yourself.

Sherry Lowry (SL): I grew up in a corner drug store setting in Southside Place in Houston Texas when it a dot on the map. It now has turned into a high-end, metropolitan kind of thing. We didn't know that it would at the time. I didn't realize 'til I was in my '50's that so much of what I use now in terms of principle and basic integrity and transparency that I depend upon now I actually learned in my Dad's corner drugstore.

Because, being in the Pharmaceutical business, he had a gun in the store. I knew where it was, and what he would need to do with it if we ever had a robbery. I am thinking back now that started my ability to read people, and to be service-oriented, to be appreciative of the business and the opportunity and to deal directly with the public.

I started working for pay in that place, which went mainly into my savings because he wasn't able to actually give me money at the time when I was seven years old.

I know now I have been putting many of the operational, small town principles at that time corner drug store into practice to today, and I know, Jennifer, you grew up in a working environment yourself. Part of your family's background is part of the legend of San Antonio because of that.

JN: It is funny I look back, I also consider myself a serial entrepreneur, I look back at my life and I picked up all of this from my Mother. She was always doing new things. One time she was doing like a Piñata type of thing; then a gardening thing. She was always doing these kinds of things. My mother has retired I want to say maybe three times. I keep telling her, Mom, you are doing it wrong, when you retire you don't keep retiring. But she is just interested in life and likes to try new things and experimenting.

I look at my life, and think, "Oh, hey! I know where I get that from!"

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I call it 'Shiny Object Syndrome' to some extent, but reality, it is that constant curiosity and interest of finding out new things and seeing how they work. Then once I find out, sharing that to the masses.

SL: That is right. Yeah, that is a really strong part of an operating principle that has guided my business, too. I have a series of Crucial or Critical Beliefs that end up kind of humorous for most people, but when you have such, they give guidance. It is like we are in a sailboat with a compass, and you know the wind, plus we understand the mechanics of boating, a lot of it is done for you if you just find your True North and stick to it.

So in this whole series of conversations we are going to have, we are going to talk about things like that.

I want to introduce one of my Critical Beliefs right now. It is kind of a head thing, but it is based in ongoing, gained wisdom. One of my Critical Beliefs has come to be I have never had a Client who has needed a Stronger Weakness, and you and I are talking about Clients because we have client-based businesses for the most part.

I never had a Client who needed a Stronger Weakness, it has never made sense to me that people are always working on these improvement programs. I want to know if we can concentrate on what already works for you, and diversify and expand it, deepen it and broaden it. I have never had a failure with Clients doing that. Then sometime I have to convince them it is worth it to delegate, contract out, hire, or simply hang on a hook the other things that are not really theirs to do.

They know that, because those are the elements that drain them or wear them out or terrify them. In contrast, Our culture emphasizes the hard way very often is 'the way.'

It is not really it, I think you and I have found it is a bit like water across rocks, if you give it its' head and support it in some way and participate with it, it will find its' path and will take you with it.

So, I think that is one of the reasons you and I have felt we might be able to do something together. This Build Your Business Once concept turned out to be it.

I appreciate that opportunity we are having.

JN: Lets dive in a little bit, because this is our introductory Show, so you kind of touched on one piece of it. We will be podcasting daily for the month of November, in that month, we will take each week, and really segment that out

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into a specific set of topics, and then dive into each topic. Can you share with our listeners what those topics are for each of the weeks of November?

SL: Yes, I can. The way I operate best happens to be the way my particular Client base also wants to operate, though may not be doing so just yet. Yours may be having the same thing.

The First Week we are going to be talking about “Know Thyself,” and how important that is to continue to know yourself and be the first one willing to change. If not, you get into a whole different way of learning which is not much fun. It is simply easier NOT to be asking anyone to do anything you wouldn’t be willing to do yourself if you could. I think this makes a difference. You have to prepare to think in your own favor, kind of with a capital S, being Self, but it is more like Self-ISH, not selfish. If you are the golden goose in some circumstance, you have to take care of yourself first.

It is like in the airline, they teach you to quickly take care of your own oxygen just before you handle the baby’s oxygen.

When there s a crisis, you are set to respond to the crisis, and be the one in the helicopter with the rope – rather than the one in the swamp that your Client may be in at the time.

We are on a journey to build one type of sustainable business foundation. It is grounded for me and a lot of other people have found this true over the years. I am in the business I have been of helping people for 23 years more or less what sustainability is for them and how they want to build that into their business foundation.

The foundational piece itself is another component of what is going to be a Tribe. If you are not already part of one, then part of this will be ideally going about creating that. It is your go-to place at the best times and worst times, and the beauty of it is it works equally well in both arenas, life and career or profession.

We are also going to be talking about a Legacy Approach, like however it is you learn and then realizing that and teaching that to another even if it is a five-year old – It doesn’t really matter. What IS important is to pass your learnings on.

That is a tip from Stephen Covey’s early work shops. When you went to his workshops, and I had the good fortune to spend an entire day with him at one early point of my career, what you learn is his whole operational principle was immediately within the first 24 hours to re-teach what you learned that you loved to someone else. That way you would come to own it and be able to get creative

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with it, according not to what you thought or how you were experiencing it, but once you had that down you could actually spend time with your people and do it from their perspective. Join them where they are instead of where you think they ought to be or could be.

That takes discipline because we all have bright ideas and want people to do it like we do it. That is not how it works. They have to do it their way, and we need to learn to support them and what that way is. To change us to help them.

Knowing something about your Business Values and what your Personal Needs are and figuring out how to keep that independent and separate is also important.

One of the best things I have ever learned was your Values, once you understand what they are and become true to them, can help keep you safe and on the right path.

I call that path the High Road for you, and your Needs are not a problem as long as you have a plan and a system to meet them. Usefully It may be different than you think. We will talk about that as well.

Otherwise, Needs unmet will drive you straight toward the ditch.

Most people go into therapy because they have a Need they can't meet themselves and almost always the Need is for somebody else to change. The real magic of therapy is learning to change yourself first. Then, put a group together you fit with and if you have other people whose Needs aren't able to be met in a relationship with you and your Needs aren't able to be met with them, that doesn't mean you have to get rid of them. It just means you need to change your expectations.

You have to find the dime where you lost it, not necessarily the old adage of where the light is which is – which is where we are more comfortable looking. We will talk a bit about that, but will also apply it to what kind of businesses other people may have, and so I will think about this from the overview.

The 2nd week is about is about Passion, I have a controversial thought about Passion. Passion is not something you decide on, go out and hunt down, harpoon, and drag home. Passion is what actually finds you if you start noticing what can we NOT keep you from doing?

I could never keep you from getting into technology, but mixing it up with the human element of people, Jennifer.

You were always, no matter whatever else you were doing, it was always going to be with a technology underpinning of some kind because you love that, and you are an ongoing learner.

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I don't consider it 'shiny object syndrome' – I consider your shiny object objective there a fascination with new learning. We will never keep you from learning anew, whether it is hardware, software, process, or even like your two studios, side-by-side but for different purposes. I was intrigued with that.

You have one for one type of situations, and then another you simply set across the room. I thought that was the most brilliant construction design when I learned about that.

We are going to hear some talk about Passion; Passion gets a lot of interesting press. It is truly not something you can go out and find. It truly discourages you if you try it that way, but if you will tell me what I cannot try to keep you from doing, I will help you be able to discover where in that resides your Passion.

Like for me, it is a bookstore. You will not keep me out of a book store if one is around.

Consequently, I love working with authors. It doesn't mean I need to own a bookstore. It means that is wherein new learning resides for me.

I was one of those kids who learned to read early. My Grandmother when I was around age four helped me start to be able to read a little bit. Then she would find me under the covers with a flashlight like at two in the morning when I was five years old reading. I lived with both my Grandmother and my Mother at one early point because, basically.

I still am attracted to books as an adult.

So, Week Three in November is a real working piece, you and I building anew, how we do that and how we prepare to go to the next level for ourselves. It is very much an action week.

Week One is going to be preparing us; Week Two is going to begin to prepare to get into the action part.

That is when we will have more tools, tips, resources, burning questions, and lots of things like that. One of them being how to bust the story and the first story we have to bust is our own.

We will also talk by the time we get into Week Three, that is the kind of thing we will be doing, tips, tools, busting stories, learning to ask for testimonials. Why that is so important, and also raising prices and changing fees and how to do that so everyone welcomes it as an opportunity to go beyond, not as a sticker-shock type of thing.

Then there are also Relationships.

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Week Four will be more about how you ask yourself for more before you ask your Clients for more.

Then, ultimately you have to fire somebody, but rather than fire them we will talk about how to graduate them beyond what services you are providing, how to

make a comfortable referral, and why people who most want referrals are the last on the planet to give a referral. That is an interesting phenomenon, but that is true.

We will invent some along the way, but that is kind of the big picture.

JN: Oh my goodness, I am sure our listeners are probably overwhelmed by now, I am taking fast and furious notes right now because it is so insightful. By the way, everyone listening, this is just the overview of what you can expect in the month. Don't get overwhelmed everyone, if you are like me you will walk through it baby steps. Sherry is going to impart her knowledge bomb bombs and it will be fabulous.

People will listen to the show weekly, and everyday at 9:30 in the morning, in the month of November. They will want to get in touch with you beyond just this show. How can we find Sherry Lowry?

SL: That is the easiest way, by my first and last name via the website: sherrylowry.com and I am also @sherrylowry on Twitter, and in that same way on Linked-In and Facebook as Sherry Lowry. You and I were early adopters, and we got to choose what we did with our name out there or with our company name.

My company name is The Lowry Group. I am based in Austin, Texas, and I work in English-speaking countries internationally. My phone number and email are readily available. We will have that on this BlogTalkRadio.com/BuildYourBusinessOnce show site as well.

I am pretty much on-call, my Clients actually are more concerned about interrupting me than I am about them interrupting me. So my info has pretty much been out there. I have great people in my life that don't take advantage of calling like 3am in the morning or on Saturday night. ;)

JN: You talk about being an early adopter, you have like the perfect name for Social.

My name is a bit long. I am @epodcaster on Twitter. And, yes, as you said, you couldn't stop me from doing this stuff.

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SL: That is right, you created the name.

JN: Fantastic, I think you have done a good overview of what our listeners can expect over the coming months. Come back every day at 9:30am in the morning, if you have questions you can submit them to us.

Get ready, tomorrow we start the deep dive, it will be absolutely phenomenal.

SL: Thank you, Jennifer.

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For more info or to schedule a Conversation:
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