

Jennifer Navarrete: Thanks so much for joining us today my name is Jennifer Navarrete, and I am joined by Sherry Lowry who is sharing with us her 20-plus years of knowledge on what it takes to **Build Your Business Once**. On yesterday's show, we talked about how to begin to identify your **Ideal Client** which is key to building your business that will be both professionally and personally satisfying.

On today's show, Sherry is going to guide us on the next step of how to **Build Your Business Once** by talking about **Business + Life Design** and how they can and should be in sync.

Sherry, we are all ears.

Sherry Lowry: Ok, that is great. After this, we will follow with another kind of a four-point grid (or Quadrant) in order to see how we strategically can do what we will talk about today and talked about yesterday. I am trying to give you guys same guidelines and some edges to push, but also some borders to stay within as you either design or re-design, or just tweak your business.

Today is about **Designing the Ideal**. Now that we know more about there IS a way to make decisions about who may be best suited to be matching up with in terms of your Clientbase, and their endeavors VS your capabilities and your interest. So we are trying to keep all of that in mind as we go forward.

Today, the first thing I think is crucial to know, and there will be a template for this as well for you, is this: who is it really and truly you do want to work more or in broader and deeper areas with professionally?

There is a little way to begin to hone in on that to get it really specific because the whole free world does not need you and your service. You think it may be applicable whatever it is you do to way more people than you are working with currently, I know, so let's also keep in mind **what is enough, what is more than enough** in order for you to have a little bit of a reserve (of you) left, or for building your "wait list." BUT, better yet, how about at the same time what are you doing day to day that is rebuilding and renewing you as you go, rather than leading to you either getting too much chocolate in your diet = too many of the same kind of Clients, who don't give you enough challenge and growth opportunity variety to build out your edges a bit more.

To start out with, when you want to know more about who the people are professionally who may match well with you, and you already have your own qualities and traits figured out, are they companies, individuals, entrepreneurs, or are they people who have settled in a bit too much to their business? Who are they, and can you describe them? What is it that they most want, because you have to **join them where they are**, not where you want them to be or where you think they could be. **You have to first join them where they are now, and from that position what do they want?**

I don't work from a pain point kind of approach, btw. Pains get resolved and when you are well connected with your Client, what you two can do is resolve them pretty quickly. OR, when you are no longer in process as ideally with that Client, maybe because they (and maybe you together) got a problem fixed, they will maybe be off and running to do something with the solution. That's fine for project work.

Instead for you, if you more ideally, would like to become more of an integrated part of their business and move along stage to stage with them, with this building together approach, there is a possibility for that. It may be a situation where you work a while together, then stop a while, then while they go implement . Then they come back and you are engaged together again and keep going. You may even have a plan for that.

So, first, are their people or companies coming to mind who may want that? What do they specifically want most right now? What is the next piece for them? It may well be solving the problem, but make sure you add more than just that to whatever it is you do with them. If you have that resolved, what then, that would be part of what we talk about contracting around and then that you can provide well and that ideally it is in some part of your sweet spot. (And...because this is in the "coach ozone out there or in the ethers – we may want to pause right here to speak of co-dependency developing. Our antidotes for that may well be part of our Competencies: Direct Communication and Building Trust and Intimacy, instead.)

- First of all, identifying more clearly exactly who is out there available to you, potentially available at least, that you may or may not yet know that much about. Then coming up, Jennifer, I would like you to comment on

this if you have ideas about that, before we will talk about collaboration and professional colleagues.

When you began to narrow and re-define who it was for you at Brewing Media for example, what did you change, or what did you figure out was the new thing you wanted to explore?

JN: I do want to talk a little bit about that pain point thing. Then, I will answer the question, but I have never considered that being a piece because you do have people who come to you and they are in crisis, or whether that is public crisis, or internal crisis, or a crisis that is in their head and you can identify. It is not actually a crisis, and I had never considered that is a separate type of business VS actually working with someone and going on a journey with them.

I have had Clients that I have gone through phases with when I first outlined their plan, there is Phase One, Phase Two, Phase Three, when we make a decision to work.

Sometime they want to follow instinct: let's do Phase One, then move onto Phase or Stage Two.

But, I have had Clients who want to work on Stage One, then they need to try to breathe and live and understand that space. When they are ready to come back for Stage Two, or Stage Two may have changed due to their own experiences and things have happened but that in and of itself is also rewarding to. For me, I have always enjoyed having Clients live it, breathe it, understand how to use the platforms and the tools, and then I like to throw them up in the air, and say, fly, be free! Then watch them go successfully do it. I have that kind of Proud Mama moment.

We are talking about **Building Your Business Once**, where you have long-sustained Clients, and I think that is what has been happening over the last few years. But I do have these Clients that I have had for four or five years now and I also have the ones to fly and be free.

My business is pivoting more towards these longer term projects and it was not anything I had intentionally set out to do. I always thought of myself as a start-up person.

Organically, it is shifting I am getting a lot more satisfaction out of that than I thought I would. So, I think it has been an organic transition, but listening to you talk about identifying what that is, “Oh, I get it, I think it is there.” I can be more intentional in that instead of throwing the spaghetti against the wall.

SL: Yeah, and what I have found is really quite true for many of us who begin to think this way. What we just discover and want to explore almost always *becomes contagious* and if that is beneficial to a handful of them, some of our long-term existing Clients they will be back for that, or that is something you can re-introduce to them as a possibility they can add themselves.

It has become very gratifying for me in terms of the on going and the periodically repeating, new work, but within the same relationship. That is when I see – or kind of see it coming in filtering through me, I put my particular stamp on it, they inherit it, and they go staff it completely differently, and implement it completely differently, but philosophically and theoretically, there is a lot in-common with what we talked of together VS what they will do. But, they will **brand it in their own way**. THAT is incredibly important.

Know you are probably sharing some of those same types of experiences as part of what we are doing today – and that is trying to put language to this. All this is literally able to pass beyond us and be going out to other people related to what we have discovered and experienced.

- The next piece on my Life and Business Design is whom it is you want to collaborate with or build alliances with.

If you are not doing that, everybody is not going to get a chance to do business with you or know you if you are not working directly with collaborations or colleagues professionally who you have a high regard for and who are not doing what you are doing. But they are doing it along the same tandem; they are in-tandem with you in some way there. So it is really important, for that, what are they doing? What do they want? What can they provide that you can use, or what can you provide they can use?

So, whom do you want to do more work with, and be in more professional relationships with as Clients. This can also apply to your collaboration potentials and colleagues there.

- The third thing I will throw into the mix here is what your primary gifts and talents are that are directly applicable either to the Client base we are talking about you are expanding into, or collaborative relationships.

So, always we have to come back to your primaries, what your gifts or natural talents are, either acquired talents or gained through practice. Some things you do well now, you never set out to become good at, but you had, and probably still have an affinity for them once you got your feet wet, especially since you are an early adopter. You have a lot of experience in that area if what came to you naturally you really took to, then began to build out on.

JN: That is true a lot of times in that early adopter mode, you are always looking for the exciting and interesting pivot. With certain things, I look at them not only from an interesting standpoint personally, because I do like to discover new ways of doing things and new platforms between, but also as you noted, then I start looking at how can this apply to some of the Clients I am working with, the projects I am working on, or could this be a new Client I could work with if I wanted to pursue this deeper?

I think that keeps me fresh and excited, and motivated to do the things I do because I enjoy it so much.

Right now, today, I will tell you, Sherry, Today is a Saturday, and I am in discovery tech mode and trying different setups of recordings, different use of tools, and I am running like a kid in a candy store today. I really am doing it for me, but could I do this for a client perhaps in the future?

Sure I can.

SL: You can, and we are going to talk about that on down when we get to the **Wallet** part of this. We are talking **Head, Heart, Relationship**, but when we get into the **Head** part of the **Wallet** territory, like the logical thing for your **Wallet**, we are going to talk about **Green Blocking** your business and time. That has to do with how do we begin to plant the seeds of new growth for us like you are discovering now as to what the seeds are you may want to see flourish in whole new ways once you get the hang of them and really implement them in your own business. It becomes very contagious and other people are going to want help for them do that, as well.

So, that may be one of the special features, part of **designing your life to work with your business** is you and I knowing, and everybody in business knowing, what are the special features of your business right now? What are they and then we need to take a measurement of those. Where do we sit with those?

Do they really excite us, are we still learning about that, or has it become rote?

Is it just what we do because we are capable of doing it, and is the edge kind of off in that area?

We need to keep knowing what and whose special features we could be adding to our business; which ones we want to enhance; deepen or expand upon; and which ones we are ready to graduate on or refer out. Or, contract up, to delegate to somebody else who becomes a part of our business but doing more with just that.

Then the next question that all leads into on the **Life and Business Design** template is given what some of those special features are now for you, and if your relationship has changed, what special features to the business ideally, can be for the very next steps I take, or the next territories I want to explore?

Because, that will tell you if it will be delegation, and passing some off, if it will be referral, if you want to stay in the driver's seat, but we need to keep those things in-mind as we are planning.

On the changing shape of our business, or the underpinning design of our business, I don't know where you stand on that, Jennifer. BUT, I know you have a team and know you contract well separately beyond that.

Is this being useful to you to talk about this?

JN: Yes, absolutely, I just had a call recently, I was talking about three different pieces of my business and how one of them is well-established and to some extent on auto-pilot. I enjoy doing this, I have a well-developed team around it, and we are all very good at what we do as we know how to task for the project.

It is satisfying, but, is also somewhat on auto-pilot. I have another piece of my business that is something that is my **passion project**.

I have loving them for like 12 years, but now there is some commercial liability to it, and that is really starting to explode so that is in a growth stage.

I had another piece of my business I recently launched that I would consider in the infant stage. The very beginning stage of start-up, and I am enjoying it more than all of them.

They are all profitable in different ways, I am probably with you on that. I think you have to have different pieces of your business as they are going. If you are reliant on just one thing, sometimes the one thing can just go away.

SL: Also, even it doesn't just go away, you may be ready to individuate from it for your own growth, like you are saying. Like I know one of the special benefits, this is the next piece, special benefits of my and your way of working with our Clients – we both need to be able to list those.

One of the clear ways I know you have a special way of working is that you have very strategically and thoughtfully, through exposure and repetition and on-going opportunity to observe how it is your team individuals are operating together, but also with you, and also with the Client, so you know now when people come in to work with you, one of the special benefits is already going to be you are already up and running. You will not have problems working out between you how to apply each of your depth skillsets to the customer's benefit. To not just all you, you are already interwoven, already integrated.

That is a special benefit, and for one of the things from me, I am going to connect more of my colleagues and collaborators to some resources and people and circumstances that will be new to them. I want to do that because they and you deserve such, and ALSO because that is what I do, where I get a kick out of connecting talents.

For example: You get a gadget, with a new level of connection. That is an expectation you value, then sharing that experience.

One of the last things I want us to talk about before we close this topic off, and there is a little bit more to it beyond the template is this: through your business, through your relationships, through what it is you have done so well, with your team and with Clients, I want to make clear what is your business really is a message about for others?

What does your business message actually say they can anticipate or say they can anticipate as 'givens' (natural benefits) when a Client comes into work with your business?

That is important for you to know.

JN: That makes a lot of sense, I think that is one of the largest challenges, Sherry.

I personally think I am so busy working on my Client projects and working on other pieces I don't think necessarily think that my business states everything about me. I have someone I have been working with on a project almost five years now, and he recently told me when we were just chatting and I told him about something I was working on.

He said, "YOU do that? I have been working with you for a while and I really don't know everything that you do."

I was like, "Wow!"

SL: You have a brand and a lot of people can identify with what that. It is you, plus also you've particular "branded parts and particles" that interweave so well that they don't stand alone. BUT they are there and available. Those are good conversations to be having.

Then the last piece of this **Life and Business Design** Template has two last pieces.

What do I most want NEXT – meaning very next, next up? Because that has to **have room made for it**, and has to get some of energy and some of our thought processes extending there.

Finally, what am I most willing to change to have what I want?

We have to name such. For example when I first transitioned to this business, I was a psychologist by background, and I happened to have had a child who had been blinded at age 11, Technology was going to be the only answer that existed for him (ideally) educationally, and it did not exist yet for a blind child. Technology existed, yes, but not for a blind child.

So, I had to be willing to make an exchange of around 90 hours a week at one point and for several years ahead. Potentially. It did not turn out to be quite that much, but I had to be willing to keep one business running while I figured out what it was he was going to need in his educational future, then business future, before he got to the point of needing to have it educationally. Though I had a little leeway there, I had to make an agreement with myself about what I was willing to change.

I was willing to give 90 hours a week, part split for family purposes, then in a business way because I was going to have to help create the technology bridges that would allow him to tap into technology for part of his education. Then I had to decide what my next two actions toward that would be.

I had dates on them, then I had to have a reward knowing me, because my attention would switch because I would have to define what I did want to reward myself with and by when. So, I will be sending you a way that people can access this

Then for next time here, with this Series, we will build a grid together of what people basically **want more of, less of, want to start, want to stop**, and we talked about this previously, but we will talk about it in one way now to strategize next time.

JN: That makes such a big difference, because it is all fine and dandy for us to hear all this great knowledge and have an understanding. Taking that understanding and putting it into practical application, that is where the real impact is going to happen. Thanks so much, Sherry, for another mind opening show.

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