

Please Do Not Sit on the Fence



Making business decisions are the most important function of any business owner. Throughout each day we make thousands of decisions and many are made instinctively and others learned through habits.

For many business owners, however, they get stuck on the fence. Staying on the fence contributes to a lack of clients, limited income, and sheer frustration.

Many first-time business owners stay on the fence when it comes to making the decision to fully commit to their business. They vacillate between starting a business and looking for a job. If you don't think your prospects can feel that apprehension, they can and they do.

This in-between place is fraught with anxiety and frustration. You may be trying to market your business, but when you're undecided in any place, it feels like you're swimming upstream in mud. It feels this way because, despite taking action in your business, you're splitting your mental energy by also applying for jobs. You get excited because you get an interview which then redirects your energy some place other than your business. When you don't land the job, you figure you'll refocus your efforts in your business.

This is also true when business owners try to market more than one business or market to everyone rather than narrow down their focus to a niche. If you don't commit to who you will serve, you will serve no one.

Indecision in any part of your business creates a domino effect making any decision a monumental task. Hesitating will also lead to mental anguish and even frustration. Lift the frustration by committing to the decision to start a business or committing to that niche.

How do I know all of this? I've been there. Once I made the commitment to fully engage in my business, focus on a specific market, and hire a mentor who gave me some shortcuts, I began to create that much-needed momentum. I quickly saw a shift in my results. It is remarkable at how rapidly you begin to attract clients when you make this this mental shift.

Once my clients make that commitment to fully step into their business and crystalize their Business Blueprint, everything changes for them. Many of my Wake Up Profitable Alumni will say that making that decision to commit is almost like a weight is lifted off of their shoulders because mentally and physically everything is now moving in the same direction.

Mental clutter will keep you stuck in a rut. If you're stuck in the rut, you are likely stuck in a decision. The best way to get relief is to get off the fence and go with it.

The late great Jim Rohn once said:

“It doesn't matter which side of the fence you get off on sometimes. What matters most is getting off.
You cannot make progress without making decisions.”