



**The *Radically* Nimble  
Info-Entrepreneur**

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# [What's ahead...]

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**5 myths of entrepreneurship**



**5 questions for entrepreneurs**



**5 exercises for entrepreneurs**



# 5 Myths of Entrepreneurship



**Myth #1. I know what my  
clients want and  
the value I provide**

# Myth #1: I know my clients

**Clients' needs change**

**What was valuable 2 years ago  
isn't now**

**Forget legacy clients; less corporate  
loyalty in 2014**



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**Myth #2. I can cut back  
on marketing now**

# [ Myth #2: I don't have to market ]

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**Your clients aren't in a vacuum**

**You're competing with “*good enough*”**

**Your message (and value) changes**



**Myth #3. I'm a bonsai business;  
I don't need to grow**



# Myth #3: Bonsais don't grow

The larger environment *has* changed

Even bonsais grow

Life *requires* growth



## **Myth #4. I don't have to stay leading-edge**

# [ Myth #4: Forget cutting-edge ]

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Someone else is...

Change your thinking

From “I’d like to, **but**” to “I’d like to, **and**”

Tutorials abound



**Myth #5. I'm just not good at ....**

# [ Myth #5: I'm just not good at ... ]

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**“I just haven't learned how yet”**

**Always push your comfort zone**

**Be willing to fail**

**You can be scared speechless *and still*  
*take action***



# 5 Questions For Entrepreneurs



**Question #1. How much has my  
business changed in 3 years?**

# Q #1: How have I changed?

Stagnation =



What *more* can I do now?

What can I let go of?





**Question #2. Is this moving my  
business forward?**

# [ Q #2: Am I moving forward? ]

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**Do I feel drawn to this?**

**If I keep doing this, will I achieve my goals?**

**(Do I have tangible goals?)**

**[BatesInfo.com/store](http://BatesInfo.com/store) for eTools**



**Question #3: What is keeping me from meeting my goals?**

**[ Q #3: What's holding me back? ]**

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**Has the Imposter Syndrome struck?**

**How else can I look at this?**

**What can I change? What else?**



**Question #4: How important is  
my biggest client?**

# Q #4: One major client?

Is any one client >25% of my business?

One big client =



A diverse business =





**Question #5: How can I have more fun?**

[ Q #5: Can I have more fun? ]

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What could I do differently?

What has piqued my curiosity?

How can I move from “I **have** to” to “I  
**choose** to”?

You always have a choice





# 5 Exercises For Nimble Entrepreneurs



# Exercise #1: Take a chance.

# [ Ex #1: Take a chance ]

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**S-T-R-E-T-C-H your comfort zone**

**Volunteer to speak, lead a group**

**Take on a visible responsibility**



## Exercise #2: Create accountabilities.

## [ Ex #2: Create accountabilities ]

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**“What gets measured improves”**

**-Peter Drucker**

**Decide what success looks like *for you***

**Create pre-commitments**

**Hire a coach, schedule a presentation, etc.**



**Exercise #3: Say *yes* only when you mean it.**

## Ex #3: Say YES and NO

**Make every decision a clear yes or no**

**“No” is a complete sentence**

**“Yes” is a commitment to excel**



## Exercise #4: Learn something new every month.



## [ Ex #4: Learn something new ]

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**Collect your “I wonder if I can...?”  
wonderings**

**Pick one a month and invest 4 hours  
in you**

**Yes, you can!**



**Exercise #5: ID three new ways  
to *attract* clients.**

## [ Ex #5: Attracting clients ]

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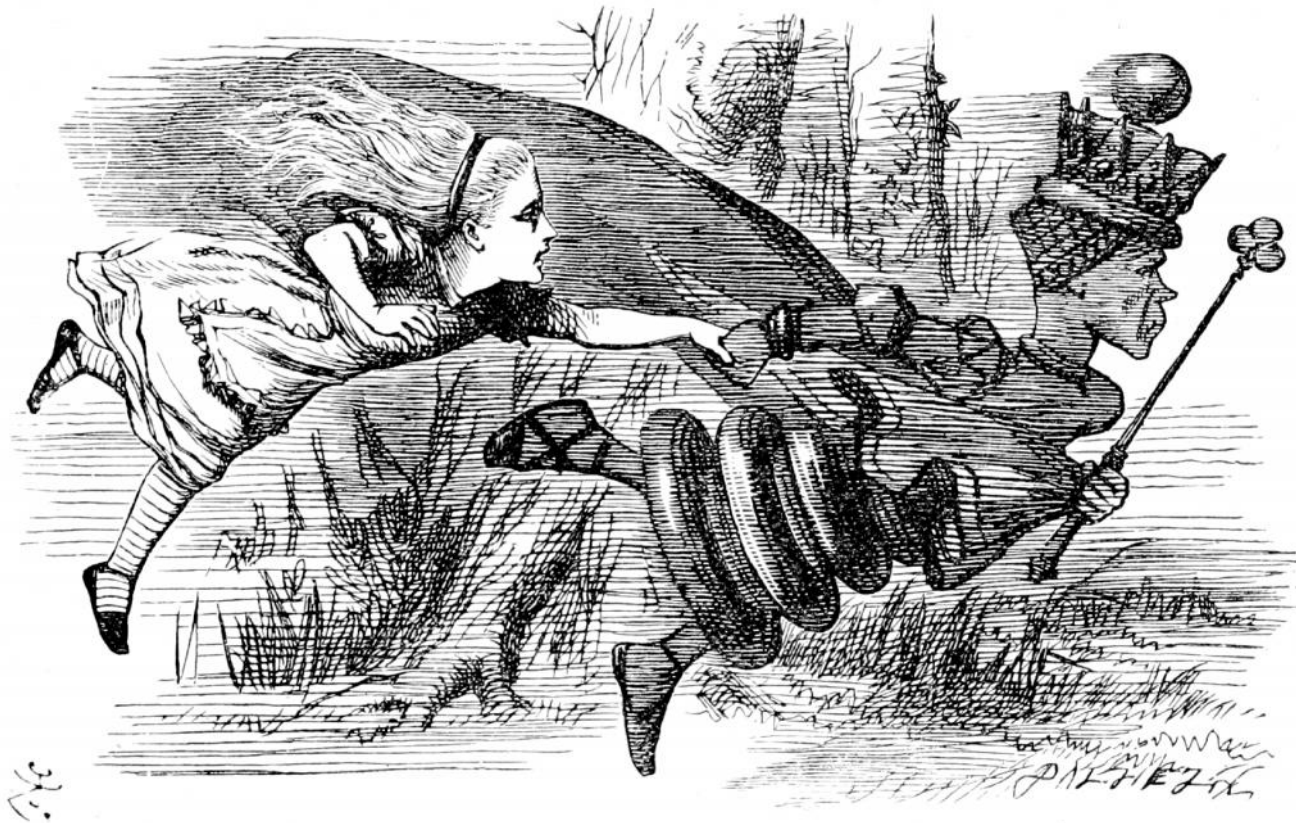
**Where are your clients now?**

**What do they *tell you* they need?**

**[BatesInfo.com/interview](http://BatesInfo.com/interview)**

**What (more) can you give away?**

Here, it takes all the running you can do, to keep in the same place



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Available  
NOW!

THE  
RELUCTANT  
ENTREPRENEUR:

Making a Living Doing What You Love



*Mary Ellen Bates*

# [ Contact Mary Ellen at: ]

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