

Business Minded Bonus 9: It's Not About Luck



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With Your Host

Jody Moore

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I'm Jody Moore and this is a Business Minded Bonus episode 9: It's Not About Luck.

This is Business Minded, a series of bonus podcast episodes designed to help you achieve your business goals, whether you're a photographer, you participate in a network marketing business, a coach, or any other kind of entrepreneur. Join me where I will be sharing my best tips and practices to achieve what you want to in your business. Let's go.

Alright my friends listen up. This is the last Business Minded Bonus episode. I've been having fun talking to you all summer but to be honest it's a little much for me doing two podcasts a week. So, it's bittersweet that this is the last one. We're going to make it good. And I'm very excited to keep working more closely with all of you entrepreneurs over the course of the next year in Business Minded. The doors are opening. If you're in Be Bold you get first dibs on August 23rd and be officially open to everyone on the 24th.

And the doors will only be open for a week so do not miss it because we will not open the doors again until next year at the same time. And that would be sad if you missed out. So, details about that program will be given out at the information calls happening August 23rd and 24th. You can get details about the Zoom link so that you can join us at jodymoore.com/business. And as long as you're on that interest list then you will get the replay if you can't be there live. So that's what's happening with Business Minded.

Today I want to talk to you about luck, or about good timing, or about the right niche, or any of the things that you think might contribute to someone's success. And I just want to give you a picture of reality, what I think is reality. I have a good friend who she is an entrepreneur like myself. And she is a mother and wife and everything like me. So, we have a few things in common. And we like to talk business sometimes. We have very different businesses.

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She actually has a business doing hair. I have an online coaching practice as you know. So, our businesses are very different. But we bond a lot over being female entrepreneurs who are moms, members of the church, things like that. Our husbands also happen to be good friends, so it's lots of fun.

At any rate one of the things that she and I both notice is that sometimes people make comments to us about our businesses and people are doing this in a lovely complimentary way. But they say things like, "Well, you're just so lucky that you have your own business. You're so lucky that you work from home so that you can be there with your kids." And she and I have both agreed that we do feel very blessed to have businesses. And we do feel very blessed to get to work from home.

But we both also agree that it has nothing to do with luck. It's not lucky. And I think it's important that you know that if you're considering starting a business for a couple reasons. This could be good news or bad news. On the one hand maybe it's bad news because the truth is it's not luck. It's persistent effort that she and I have both put in to create the businesses that we have, to be able to do what we do from home.

It's ongoing day by day doing things that don't really sound fun. And doing them for a long time in the beginning when they didn't even pay off and just choosing to keep going and figuring out how to make it work. It's way more than it is luck. Because that word 'luck' sort of makes it sound like we got lucky and we tripped and stumbled upon an online business or an at home hair business. We didn't. So maybe you think it's bad news. But I actually think it's very, very good news because it means it's possible for anybody.

That word 'luck' sort of has this implied like odds, we have to consider the odds, not everybody's going to be able to get it. There's a limited number of people. You have to happen to be in the right place at the right time. It's quite out of our control, luck. But the truth is creating a business, whatever kind of business you want to have is not out of your control, I promise. You

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don't have to be lucky. You don't have to just have happened to be in the right place at the right time.

The bother thing people say to me anyway quite a bit is, "Oh, you're just, you have the best target market, or the best niche ", whatever you want to call it. "Or, you got into coaching at such a good time. That was the right timing." And again, I say, "No, that's not true. I didn't just happen to pick the right industry, and the right niche, and the right target market. I made it the right target market, the right niche, the right industry."

I chose to keep adjusting and tweaking based on what I discovered people wanted, what I discovered people didn't want, what worked for my clients and customers, what worked for me, and my family, and my life, and my goals for my business. I made it work. And again, this is very good news I hope you see because it means that you don't have to pick the right niche, or the right target market, or get into something at the right timing. All of that is just very unknown and kind of scary. But that's not the way it works. That's not the way you build a business.

Now, sometimes when I tell people this then what they think I'm saying is it's about blood, sweat and tears. And it's not about that either, personally. I'm sure you can build a business that way, just like you can get lucky. But the way that I'm going to teach you in Business Minded, the way that we're going to do it together over the course of the next year if you're going join me, is not about blood, sweat and tears. I don't want you bleeding. I don't want you sweating. And I don't want you crying. It's such a terrible saying, blood, sweat and tears. No, it's not that.

It's small consistent actions. Here's the thing, it's actually not very dramatic at all. Blood, sweat and tears is kind of dramatic. So is luck, if we get lucky and win something, that's dramatic. If we work super hard and nearly kill ourselves, that's very dramatic. The reason I think so many people give up on building a business is because it can be quite boring at times. It's a bunch of little things that I'm going to tell you what they are in Business

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Minded. Don't worry, I'm going to guide you exactly through what you need to do.

But you're going to have to be disciplined enough to do it even when it seems like it doesn't matter if you do it or not. Even when it feels like it's not a big deal if you just neglect it for a couple of months. Let's just take our foot off the gas from a little while, that will catch up with your business. Building a business is more like pedaling a bike. We're just pedaling, pedaling, pedaling. And maybe we're trying to get all the way across the city on that bike. It might feel like we're not moving fast enough. Might not even be able to tell you've made much progress.

But if you decide to stop pedaling your bike is going to slow down at some point. And if you decide to pedal super-duper fast and really push yourself you're going to run out of steam and not be able to make it across the city. So, what we want to do is just pedal a little, coast a little, pedal a little, coast a little, make some little tweaks along the way. Make sure we're headed the right direction, make sure we're going the fastest route. Be prepared in case there is a traffic jam or there's construction and the road is closed and we have to go a different way. Okay, make some adjustments.

But we're just pedaling, pedaling, pedaling. As we pedal we want to try to enjoy the view, why not? Let's not just be so focused on getting to the other side of the city, that we stop, that we don't stop, excuse me, and take a look around and notice, it's a lovely day. And I live in a lovely city and I just met some cool people along the way. And I saw some sites I hadn't seen before, I hadn't noticed before in my car. We're just pedaling, pedaling, pedaling. And if you don't stop pedaling other than a little bit of coasting like I said, to rest, then eventually you get to the other side of the city.

And everyone else will say, "Oh my gosh, you made it all the way across town. You're so lucky." And you'll think, no, I'm not lucky. I just got on my bike and I kept riding. So of course, I made it across town. And if you want to make it across town you totally can, I promise you.

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So, one of the things I want you to know about Business Minded is that it contains all the behind the scenes of my business. I tried to put into it all the things that people ask me. People ask me questions all the time about my business. So, I tried to give you all of that including real examples of things that I've done. And I tried to guide you through exactly what I would recommend that you do.

And this is based on like I said, work that I've done with many other entrepreneurs to help them get their business either up and running or at least running efficiently. And in a way that they have reliable revenue and they know what to do to grow or scale that business. So, I give you all that. But my intention is not that you sit back and watch a bunch of videos and print a bunch of pretty worksheets and examples of my stuff. That will be entertaining I think.

I think it's fascinating to learn about personally, if you've found these Business Minded podcasts to be interesting, which I know a lot of you have told me you have, even if you're not entrepreneurs. Then you'll find it fascinating and entertaining. And you can purchase it just for the entertainment value. But I've created the program to be one that is not just designed for you to consume information. We are going to together throughout the next year put out things in your business.

We are going to create the things that we need to create to get your business up and running. And we're going to test it together and we're going to go through the process for an entire year of taking your business to the next level, whatever that is for you. And I want you to know that going into it that that is my intention for you. That is my goal for you, that you make significant progress on getting your business where you want it to be, which is a reliable system of whatever you're trying to do.

If you're trying to generate revenue or income for your family, or impact people in whatever way you make an impact. I want it to be reliable. I want you to understand. I don't want you to feel like it's luck. Some of you are seeing some success in your business. But you don't quite know what

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caused it, or you see surges of success but then you have some dry spells. That's okay.

But I want us to create a business for you that is reliable and sustainable that you understand how it works. So that if things slow down you have a pretty good idea why. There will always be some factors outside of our control. But I want you to have a pretty good idea why it might slow down because then we have a pretty good idea of how to dial it up when you want to do that. There are times when you might want it to be slower. You might want to work a little bit less for a period of time or something, totally fine. I just want you to know what creates that.

I don't want you to be dependent on that you happened to get invited onto someone's podcast or something. That's great. But I want you to be able to count on yourself and to be able to run that business and make as much money as you want to at some point. So, it's really not about luck, it's not. It's about the right consistent efforts. It's about being passionate about what you're doing and feeling called to serve, or help, or create in the way that you do, balanced with strategy.

Strategy and specific actions for specific reasons and understanding why you're doing what you're doing. Those are all the things I'm going to be teaching you in Business Minded. And I hope that you're going to join me because we are going to have one heck of a year. So don't forget to go to jodymoore.com/business. You'll get all the details about the call. You can also get on the wait list to make sure you get the replay. And I can't wait to talk to you next week. Take care. Bye.

Thanks for joining me today. Don't forget to sign up at jodymoore.com/business so you don't miss out on any of the exciting things I have coming to help you achieve your business goals.