



The Kristen David Upleveling YOUR Business

Audio Transcript – Surround Yourself with Great People

Hello, this is Kristen David with another tip for UPLEVELING YOUR BUSINESS. Today we're talking about surrounding yourself with an awesome team. So in the next couple of minutes, we're going to talk about a couple of different areas that can really help you get to that next level, and not have to do it all yourself. Because the honest truth is, if you're trying to do it all yourself, you're exhausted, you're tired, and frankly, it's just horrible. It's just not very much fun to be doing it all yourself. Versus when you surround yourself with great team, not necessarily people all employed by you, but other vendors and other professionals that you work with. This is the support system that helps you thrive and grow.

So let's talk about a couple of areas. First area is your professional team. Definitely going to want some business lawyers on that team, especially when you start out forming the company. Also, when there are different questions that come up, you want a go-to person. Next, you're going to want to make sure you have a great CPA, not just a financial CPA that looks in the rear view mirror, but a good managerial CPA, that's going to help you plan for your growth. Plan for those taxes, look at good ways to help you use the tax code to your benefit. You also want a good banker, you're going to want a good financial person to help you plan through and make forward-looking plans like a good CFO.

You also want a good coach, someone who's going to be a sounding board, help you flesh out whether you've got some good ideas ready to proceed forward, or if you need to step back and rethink some of those ideas.

You also will have a number of people that are vendors that work with your business, for instance, your marketing team. A good marketing team, content writers, good website, SEO guys or girls, people that are really good at their craft and can execute. So that you give them ideas, they're able to turn it around for you. Someone that's good at social media, someone that's good with graphic design, those are the great people you want to surround yourself with.

And then finally, there's the other part of your team that help you with the day-to-day. For instance, a good virtual assistant or if you've got a team already with a secretary or an assistant, people that can really make your life better, that are going to be two or three steps in front of you. So again, you don't have to do this all yourself. You don't have to be miserable, living a shitty life, working 80 hours a week, non-stop where the money comes in and the money flows right back out again. You've got to build a team around you that's going to help you build a stable, thriving, profitable business, so that you can enjoy your life and enjoy helping others and still not be a slave and still get to do the fun things you want to do in life.

So there you go. Surround yourself with great people and that's going to make a huge difference in your happiness and the profitability of your business. So there you go. Start taking these tips and UPLEVELING YOUR BUSINESS.