



MAKING TWEAKS TO
YOUR BUSINESS
THAT HELP YOU
OVERCOME
OBSTACLES

MUSTHAVESOLUTIONS.COM

Making Tweaks to Your Business That Help You Overcome Obstacles

Every busy entrepreneur is going to encounter obstacles. Some are going to be small while others may feel insurmountable. But that doesn't mean that they can't be overcome.

By making some changes, you'll be able to press forward and find success. Before you can fix what needs repairing, you have to identify the problem areas. This requires brutal truth and honesty about what's holding you back, even if it's your own mindset.

Once you've pinpointed what's wrong, you'll be able to implement a plan of action to heal those areas and bring them up to speed in how they should perform and deliver for you.

Confidence Building Tasks to Help You Succeed

A lack of confidence can stall a business because when you don't feel like you can do something, it can have a paralyzing effect. However, there are some things you can do to overcome fear and gain confidence.

Fear is something that many entrepreneurs battle. It's because they're afraid of what might happen. They're afraid of looking foolish, of failing, or of having to give up on their dreams.

They're afraid of disappointing themselves or other people if the business fails. Use fear as a positive resource to help you build confidence. Look at it as stretching yourself instead of something that you react to negatively.

There are different ways that you can do this. One is by gaining small wins. It might be that you haven't reached the point where've you built a large mailing list yet. But you have created your newsletter template.

That's a small win. It could be that you haven't completed a project yet, but you do have several key pieces of it done. That's another small win. Each of these small steps moves you away from fear and toward confidence because you can see the tasks that you've accomplished that are working to build your business.

These steps give you repeated progress in many different areas. Each time you complete a step, it lets you feel better than you would if you tried to go from newbie to a massive product launch all at once.

You're building your confidence over time and getting more comfortable with the steps that you do take. Something else that you can do is to practice positive affirmations. These are sayings that you'll use to replace thoughts of fear or lack of confidence.

Using positive affirmations can change how you view yourself and your ability to succeed. You're changing the narrative of your self-talk when you use positive affirmations.

Instead of "I can't," your self-talk becomes "I can." To build confidence, you can also offer your services for free to a limited number of people. The purpose of doing this is to gain valuable feedback.

Plus, this allows you to gain commendations for your expertise. This will boost your reputation as an online entrepreneur, too. You may be someone who has very little confidence in your abilities and you may doubt yourself each step of the way as you try to build a business.

You might struggle to do things that will build your confidence. Maybe even affirmations aren't giving you the confidence that you need. If that's the case, you just have to go forward anyway.

Sometimes, you have to face your fear and take on the tasks you need to do while you're afraid. Doing this will allow you to see that nothing bad happens. What you feared wasn't something that materialized.

Teach Yourself the Best Way to Learn

An obstacle that often gets in the way of building a business is one that's related to learning. It can be frustrating knowing that you need to master something, yet you can't seem to grasp it through learning.

Everyone is going to experience a different kind of learning obstacle. Some people don't absorb information the same way that another person does. What comes across as easy to one person will be extremely difficult for another.

If that sounds like you, it doesn't mean that you're not capable or that you're any less smarter than the next person. It only means that your learning style is different and that's what's causing you to have obstacles.

The first thing you should do is just take things slow. You don't have to try to learn everything at once. That might overwhelm you. You might come across a resource full of information that you need to know.

Maybe it's a video course that's an hour long. You don't have to sit through the entire video all at one time. You can break it down into watch sessions of 10 minutes each or whatever amount of time that works for you.

MustHaveSolutions.com

As you learn from your resource, you can implement the material being taught and follow along with the teacher. For example, some entrepreneurs will learn and complete step one, then go back to the video, watch step two, then implement that one.

Not every teacher is going to be the same. Each one will have a unique style of imparting information. One of them may not work as well for you as a different one would.

So find out who is best for you to learn from. It's okay to start a course and stop it if it's not working for you. Some people think they need to stick with something until the end. But you know whether or not something is a fit for you and there's no use in wasting your time.

You can choose a teacher whose style fits yours. You may like learning things at a fast pace. If so, then you should choose a teacher who communicates his or her point quickly.

Or, you might be someone that prefers a more slower paced teacher. So you should look for one that takes his time when teaching whatever aspect of the business it is that you're learning.

Not everyone can learn through the same type of media. It's okay if you can't absorb as well using video format. You can choose audio and listen to podcasts. Or, you can learn by reading the necessary materials.

The time of day can matter, too. If you're someone who learns easier at night, nothing says you have to try to force yourself to learn during the day. If you have a time that works best for you, then work the learning process around your best schedule.

Committing to Your Plans

Sometimes, it's easy to get sidetracked when you're trying to build a business if you fail to commit to your plans. This can happen when people get frustrated or weary or they run into obstacles that make them want to give up.

If you don't commit to your plans, then you could find yourself giving up right when you were on the cusp of success. You don't want that to happen. To ensure that you give your business a chance, take some commitment steps.

One thing you can do is to make milestones that you have to achieve before you let yourself change course - and that includes giving up. Commit that you're going to reach these milestones before you even entertain stopping.

Sometimes what throws people off is they get an idea and then immediately launch into a change. They head a new direction or take on something new that doesn't even resemble their original idea or plan.

That can cause you to have a lack of commitment toward your business and can stall growth. If you do get an idea, let it sit for awhile. Don't make a decision or change course for days or even a week before moving on it.

You also want to make sure that you know the true reason why you're changing. More often than not, the reason could be based on a whim. Sometimes, you can get caught up in the desire to do something new or different just because someone else is doing it.

They make it look good or easy. Because of their success, you get tempted by that. What you need to realize is that the different courses or options are always going to be there for you.

So instead of switching and trying something else out, follow through with what you were doing to begin with. Then after you've accomplished that, then you can check out the other path to see if it's something that you're truly interested in.

For entrepreneurs, building your niche is one of the keys to having a successful business. It can be easy to feel like you should start a second niche and just let go of the first one.

But this isn't the best way to create momentum and reach success. Instead, what you want to do is to build your niche first, get it off the ground and then add a second niche. But don't abandon the first one.

Don't Allow Money to Be an Excuse

Starting a business can be a daunting idea for those who believe that they don't have the funds they need to get it off the ground. But you don't want to let money be an excuse.

There's always a way around any obstacle standing in your way - and that includes not having enough money. There are different business models that you can choose to use that don't require you to have upfront money.

You could decide to start a business one day and be up and running the next if you want. Some of these business models are ones like affiliate marketing. Since setting up a website costs money, you could instead choose to do affiliate marketing using social media.

These platforms are free. You could use these for awhile with nothing out of pocket. You would simply need to learn how to do this type of marketing and you would need to study how to effectively use whichever platform you pick.

MustHaveSolutions.com

You can also self-publish on Kindle. That doesn't cost anything, either. The program even checks free of charge to make sure the book fits their parameters. All you have to do is write the content.

As for covers, you can even make eBook covers for free. If you decide that you need to set up a website, you can get a small hosting account without any extras and this won't cost you much at all.

It'll be cheaper than buying a high-end cup of coffee at the local shop. There will be tools you'll need to run your business. But you can even find those for free. You can use a free resource such as Canva.

This will enable you to create social media images, blog images, YouTube thumbnails, and even written content such as worksheets or printables. You can sign up for a free MailChimp account for your business marketing purposes.

This resource will allow you to create your mailing lists for people to sign up for as well as to create special campaigns when you have a product or service launch. To get a domain for your website, you can find this for less than a dollar if you use GoDaddy's 99 cent domain special coupon code.

Another way that you can find the money you need for your business is to save up. If you decide that you want to start a business or begin a specific task like online video production, six months from now then curb unnecessary spending.

By tightening your spending habits, you can put back enough money to launch your business idea or start integrating video. If you need content for your business but you don't feel that you have the skills to take care of that, then you'll have to get the content elsewhere.

You don't have to hire a specific ghostwriter who works just for you, which can cost you more. Instead, you can use content like PLR (private label rights), which is already available and costs less.

Develop Better Time Management Skills

You might think that you don't have time to work on your business and this has become an obstacle for you. Without being able to get anything done or taking too long to accomplish tasks, your business ends up stalling.

But that doesn't mean this is an obstacle that can't be overcome. There are several steps that you can implement that will help you to either find more time or develop better time management skills.

Start out by learning how to work without distractions. Distractions can happen when you don't have a plan to manage your time. The night before, create a to-do list that details the most important tasks you need to accomplish.

Seeing what you need to get done can help cut back on distractions that steal your time. Don't try to split your focus. Multitasking can make it easy to be distracted because your mind is flitting from task to task and you're never fully concentrating on one.

It's harder for your brain to maintain focus when you're working on several things at once. Turn off any social media alerts that you get and also turn off your phone's notification sound.

That way, you're not tempted "just to check" whatever is demanding your attention. When you're working online, other sites can be a distraction and steal your time. What you can do if you have difficulty not wasting your time, is to download a time saving app.

It's easy to not manage your time when you're checking your email and it can be a big distraction. Some people check their email repeatedly throughout the day and this can disrupt your attention and cut down on your productivity.

Instead, pick a set time when you're going to check your email. For example, check it when you first start working and again before you're done with the day. Anything that's not urgent, don't respond to it until you've accomplished your tasks.

Work in focused time blocks. This can help manage your time because you're bundling tasks into a specific group of time. For example, you might schedule 9:30-10:30 to respond to emails or to call your clients or work on a project.

Using time blocks lets you focus on what has to be done within a certain range of time. It also lets you pencil in scheduled breaks such as lunch or time with your family. If you feel like you need to find time, there are ways that you can do that, too.

Most people don't even realize they waste a lot of time. For example, in the mornings before your job, you might be taking half an hour to watch the news or play on your phone.

You can also find time to work on your business during your lunch break. Or, you can figure in some time on the weekends. Even if you have to work in several 10 to 15 minute blocks of time, you'll be able to get a lot more done than you think you can.