

**Join the best
Community**



For consultants, coaches, entrepreneurs
and business owners

99+ TIPS TO SMASH YOUR PLATEAU +BONUS TIPS

DAVID SHRINER-CAHN

SmashingThePlateau.com

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**SMASHING
THE
PLATEAU**

with David Shriner-Cahn



PREFACE

I believe everyone should have the opportunity to do what they love and get paid what they're worth.

I worked in employed positions for the first 28 years of my career. On the one hand, I felt some financial security because I was receiving a steady paycheck. At the same time, I had always felt somewhat constrained by the structure and culture that were created by others.

When my last job was terminated in 2006, I took a leap of faith and started my own consulting business, beginning a journey that I had only dreamt about for a long time. I soon discovered that I had a great deal to learn about running my own business. Connecting with and learning from other entrepreneurs became one of the most important resources for me.

Sharing ideas, experiences and strategies of other successful entrepreneurs soon became a part of my life. In 2014, I launched the Smashing the Plateau podcast to help other entrepreneurs like me break through the roadblocks that often hold us back from achieving what we desire. Five years later, I launched the Going Solo podcast to help high achieving professionals transition successfully into their own consulting or coaching business, much like I had done in 2006.

In both shows, I have interviewed hundreds of successful entrepreneurs, many of whom run consulting, coaching or small businesses. Following each interview, I asked each guest, "What is one actionable step you have taken to achieve the results we discuss in the podcast episode?"

In this e-book, these sage bites of wisdom are organized into four categories, to make them easy to find, digest and follow. We also include links to the podcast episodes so you can hear our entire discussion around the idea mentioned in the tip. If you act on any one of the 99 tips, you can take another step forward in your own journey toward success and fulfillment.

These inspirational tips are ideal to help you set your intention and direction. You are likely to find execution to be the hard part. Being in your own business can be lonely, too, making implementation even more challenging.

I founded the Smashing the Plateau Community to help connect consultants, coaches and small business owners, and provide ways to learn together and be part of a structured, supportive process to help implement ideas that you know will help you move the needle toward your goals. It is a community that is built to be a safe, caring place, where inclusive, direct, active and empowering conversations are welcome.

PREFACE CONTINUED

Inside the Smashing the Plateau Community, you'll find a range of tools and resources to support you as an entrepreneur, access to experts, and answers to your burning questions.

If you are committed to getting your consulting, coaching or small business to grow, on your own terms, so that you can deliver great results to your ideal clients, while supporting the lifestyle you want, and you don't want to do it alone, apply to become a member of the Smashing the Plateau Community.

Learn more at <https://community.smashingtheplateau.com>.

**Join the best
Community**

**For consultants and business owners
with David Shriner-Cahn**

SMASHINGTHEPLATEAU.COM

**SMASHING
THE
PLATEAU**

+ BUSINESS RESOURCES

+ PRIVATE DISCUSSION FORUM

+ NEW TRAININGS MONTHLY

+ MEMBER SPOTLIGHTS

Apply today to join the community and take your business to the next level

Benefits of The Smashing the Plateau Community

- Direct, active empowering conversations, without distractions
- Growing visibility and credibility
- Feedback from trusted colleagues
- Support when you are feeling the weight of obstacles
- Learning on demand
- Visibility for your expertise
- A place to test your ideas before a safe audience
- Learning and sharing through serendipitous conversations
- Access to and recommendations for needed resources
- Promotion

TOP FEATURES

SMASHING THE PLATEAU COMMUNITY

- 1 OUR PRIVATE COMMUNITY ON CIRCLE.SO
- 2 INTRODUCTIONS AND CONNECTIONS WITH OTHER MEMBERS AND THEIR NETWORKS
- 3 ACCESS TO JOIN ONE OF OUR ACCOUNTABILITY GROUPS
- 4 ALL OF OUR STP COMMUNITY TRAININGS AND EVENTS
- 5 ACCESS TO TEMPLATES, GUIDES, TOOLS AND OTHER EXCLUSIVE STP COMMUNITY RESOURCES
- 6 PRIORITY TO BE FEATURED AS A GUEST ON THE STP PODCAST



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Opportunities to be featured on the STP web site, STP social media channels and in STP email news, Exclusive STP Community discount on future STP offerings, courses and classes, Our members-only affiliate program for the STP Community

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MINDSET





TURNING APATHY INTO ACTION



Have an accountability partner. As humans we suck at keeping ourselves accountable, so have a partner that keeps you on track. Secondly, treat your staff like family, and in turn, they will treat your customers like family.

Tom Krieglstein

[https://smashingtheplateau.com/
episodes/episode-453/](https://smashingtheplateau.com/episodes/episode-453/)



ENGAGING IN FULFILLING, MEANINGFUL AND SATISFYING WORK



“Remain open and curious. Never make assumptions on what you think something is or will be. Don't start acting based off of assumptions made without the proper information and research.”

Tammy Gooler Loeb

[https://smashingtheplateau.com/
episodes/episode-466/](https://smashingtheplateau.com/episodes/episode-466/)



CREATING A THRIVING WORKPLACE



Take care of yourself, have daily rituals to make sure that you are healthy and can do the work that you need to get to. Secondly, be religious about goal setting, and breaking them down into quarterly, monthly, weekly, daily activities.

Mari Ryan

<https://smashingtheplateau.com/episodes/episode-472/>



DIGNITY, LEADERSHIP AND PERSONAL POWER IN THE WORKPLACE



- Have a daily practice to get your mindset right every day
- Have a strong support system of mentors and guides, along with family and friends
- Have a scheduled time when you analyze your business and its weaknesses.

Esther Weinberg

<https://smashingtheplateau.com/episodes/episode-474/>



AGING WITH FINANCIAL, PHYSICAL, SOCIAL AND INTELLECTUAL HEALTH



- Be able to honestly look at yourself and say 'I contribute X to society.'
- Seek out guidance from people who have been where you are and are now where you want to be.
- You have to commit structured time every day to working towards your goals.

Ron Kaiser

<https://smashingtheplateau.com/episodes/episode-478/>



BUSINESS AND LIFE SUCCESS THROUGH MINDSET



When you begin to feel fear, anger, guilt, resentment, being attacked, judgment, avoidance, and confusion, there is a subconscious source to those feelings which must be found. Without addressing the underlying issue, those deterrent thoughts are going to dictate how you think and behave to the detriment of yourself and your business.

Belanie Dishong

<https://smashingtheplateau.com/episodes/episode-483/>



FROM PROCRASTINATION TO PROFIT



Be able to look at what actions your are taking that aren't benefitting you. What are the emotions behind those actions? Understand those emotions motivating those actions, so you are able to redirect them into better actions in the future.

Greg Lee and Antonia Van Becker

[https://smashingtheplateau.com/
episodes/episode-486/](https://smashingtheplateau.com/episodes/episode-486/)



SOFTWARE TECHNOLOGY AND MINDFULNESS



Develop your mindset. Take 15 to 20 minutes a day to meditate. With meditation, you are able to calm your mind, sift through your thoughts, and organize them into an actionable sequence.

Manuj Aggarwal

[https://smashingtheplateau.com/
episodes/episode-502/](https://smashingtheplateau.com/episodes/episode-502/)



THE UNSTOPPABLE STARTUP



Define your mission and pursue it to the end. Complete the mission. The mission complete mindset is a powerful one. If you can define the mission, you can come up with the correct plan to execute it, along with being able to change the plan and improvise along the way, without being set off course.

Uri Adoni

<https://smashingtheplateau.com/episodes/stp552/>



BECOMING INSPIRED IN YOUR WORK AND LIFE



If you are feeling like you are stuck, or there needs to be more in your life, start looking for clues. What makes you light up in your life? What gets you excited? Start paying attention to those clues and incorporating those sparks into your everyday work. That is going to be the path you'll want to follow to achieve what you are looking for in life.

Tony Martignetti

<https://smashingtheplateau.com/episodes/stp571/>



BUILDING AN HR CONSULTING BUSINESS BASED ON YOUR CORPORATE HR EXPERTISE



Start your day by writing down all that you want and need, and write it down in a way where it sounds as though you already have it. Starting out the day this way is the strong motivation and dedication needed to achieving your business goals.

Diana George

<https://smashingtheplateau.com/g.ingsolo/episode-030/>



FROM MEDIA JOB TO LAUNCHING AN AIRLINE



Visualize where you are going and where you want to be. When you are in the weeds and just overcoming obstacles as they come, you have no direction and you will get discouraged. Start from the end and work backwards, with a roadmap leading to your ultimate goal.

Andrew Schmertz

<https://smashingtheplateau.com/g.ingsolo/episode-043/>



WORKPLACE CULTURE CONSULTANT



Have self-awareness in the strengths you carry when walking into situations. Keep your successes on top of your mind, create a success journal to reference daily and see your entrepreneurial journey through that lens.

Jenean Perelstein

[https://smashingtheplateau.com/g.
oingsolo/episode-047/](https://smashingtheplateau.com/g. oingsolo/episode-047/)



INTEGRATING PUBLIC RELATIONS AND CYBERSECURITY



Admonish any fear or self doubt. Self doubt is one of the most common factors for why people do not act. Second, find your purpose. Once you find that, you find the motivation to keep pushing through no matter the road blocks.

Tom Kowalski

[https://smashingtheplateau.com/g.
oingsolo/gso77/](https://smashingtheplateau.com/g. oingsolo/gso77/)



HIGHER LEVEL TRANSFORMATION IS MORE PROFITABLE



Read books that expand your mindset and counteract self-limiting beliefs. The Big Leap by Guy Hendricks is a great resource.

Jennie Nash

[https://smashingtheplateau.com/
episodes/stp559/](https://smashingtheplateau.com/episodes/stp559/)



BUSINESS SUCCESS AS A FUNDRAISING CONSULTANT



Take time to think and read broadly. I learn not just about my field, but about other people's fields as well. Pay attention to your own self development. Making time for it is key for increasing performance overall.

Laurence Pagnoni

[https://smashingtheplateau.com/
episodes/stp542/](https://smashingtheplateau.com/episodes/stp542/)



HOW TO WORK ON YOUR BUSINESS



Four step formula: 1. Commitment 2. Discipline 3. Do not put off making decisions 4. Always visualize yourself in possession of what you are working for

Terry Ogburn

<https://smashingtheplateau.com/episodes/episode-530/>



HOW TO BUILD TRUST, RAPPORT, RELATIONSHIP AND INTEGRITY IN A DIGITAL WORLD



Honor your curiosity, you never know what opportunities it may reveal to you. It could be a dead end or it could be absolutely transformative.

Ethan Beute

<https://smashingtheplateau.com/episodes/episode-523/>



FIRST IMPRESSIONS THAT STICK



Take that first step, and do not be afraid to do so. Things are always going to be changing. The sooner you take that first step the sooner you will get comfortable with it and the sooner you will reach your goals.

Jared Silver

<https://smashingtheplateau.com/episodes/episode-515/>



PIVOTING FROM ONE TO MANY CLIENTS



Shift any self-limiting thoughts and beliefs. You have a big skill set and you are able to do whatever it is you are trying to achieve.

Jacqueline Lauren Renan

<https://smashingtheplateau.com/episodes/episode-512/>



ENTREPRENEURS IN RECOVERY



Start with a solid morning routine, a little mindfulness and gratitude. Journal your journey and your day's progress.

Jesse Harless

<https://smashingtheplateau.com/episodes/episode-496/>



USING INTUITION AND SELF-AWARENESS TO IMPROVE YOUR BUSINESS



Check in with yourself to see what your energy levels are, then take action to make yourself feel better. Trust your intuition and give yourself space to trust your intuition.

Jennifer Lyall

<https://smashingtheplateau.com/episodes/episode-495/>



GETTING NOTICED IN A SEA OF DIGITAL CHAOS



Start before you are ready and do something everyday. Take some type of small, real, pragmatic step forward each day instead of constantly thinking and planning.

Tom Morkes

<https://smashingtheplateau.com/episodes/episode-467/>



HOW TO BUILD THE CONSULTING AND COACHING BUSINESS YOU WANT



Choose your way of being. Pick five top values that are the container for how you want to live your life. Then you can get into the nuts and bolts of building your business.

Kerrian Fournier

<https://smashingtheplateau.com/goingsolo/gs075/>



GROWING REVENUE BY FINDING YOUR NICHE



Aim high, though you may not always hit your target. You achieve more than you do aiming low and missing low.

James Burgess

[https://smashingtheplateau.com/
goingsolo/g068/](https://smashingtheplateau.com/goingsolo/g068/)



BUILDING A VIRTUAL EXPERT® BUSINESS



Take bigger risks. It will get you to advance more quickly in your business and with less regrets.

Kathy Goughenour

[https://smashingtheplateau.com/
goingsolo/g067/](https://smashingtheplateau.com/goingsolo/g067/)



CREATING VIRAL STORIES



Actively seek help from mentors and therapy, people who have been through or understand your struggles

Justin Breen

<https://smashingtheplateau.com/goingsolo/gs053/>



MORE LEADS THROUGH FOCUS



Focus. Really look at what you are doing and who you are doing it for and zero in on them. Focus more narrow and prune away activities that may distract you from your business's main focus.

Jürgen Strauss

<https://smashingtheplateau.com/goingsolo/episode-049/>



SELF-LEADERSHIP



Be humble enough to reach out to others. Exercise discipline, accountability, and self leadership. That's what's going to get you over that next hurdle toward achieving your goals.

Jim Strother

<https://smashingtheplateau.com/goingsolo/episode-039/>



BUILDING A BOOK PUBLICITY AGENCY



Stubbornness and drive. I never thought I could not do it, I may have not known how I was going to do it. But I had the stubbornness and drive to know I would do it.

Lori Ames

<https://smashingtheplateau.com/goingsolo/episode-029/>

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RELATIONSHIPS

A large, solid red circle is positioned on the right side of the page, partially overlapping the word 'RELATIONSHIPS'. The circle is centered vertically and horizontally relative to the word.



RAISE YOUR GAME



Relationships are the most important currency we have. Pour yourself into your relationships. It is always a valuable investment. Once you have created those relationships, maintain a platform of communication. Listen, and you will be able to create a business and a worthwhile product.

Alan Stein Jr.

[https://smashingtheplateau.com/
episodes/episode-452/](https://smashingtheplateau.com/episodes/episode-452/)



TRANSFORMING TRANSACTIONS INTO INTERACTIONS



Transform transactions into interactions. Engage with your customers and network, transform your transactions into personal interactions.

Jill Raff

[https://smashingtheplateau.com/
episodes/episode-491/](https://smashingtheplateau.com/episodes/episode-491/)



COUNTERINTUITIVE STRATEGIES TO BOOST PROFIT



Be part of a community in which you feel comfortable talking about your business and the problems associated with it. There are plenty of communities both online and offline. Don't give up until you find the right one. Next, take at least an hour a week to take a step back and look at your business on a grand scale. Where are you now and where do you want to be? How do you get there? Are there parts of your business that are getting neglected? Track your progress.

Maiko Sakai

<https://smashingtheplateau.com/episodes/episode-519/>



INCREMENTAL STEPS LEAD TO LONG-TERM SUSTAINABILITY



Don't settle for the first person that comes along when hiring staff. Make sure you give them test tasks, have the right communication with them, truly take the first two weeks to form a productive relationship with them. If your gut is telling you that you made the wrong decision, do not ignore it.

Catherine VanVonne

<https://smashingtheplateau.com/episodes/stp540/>



HOW TO HYPE YOURSELF WHEN YOU HATE SELF-PROMOTION



Build a tight-knit 'secret society' of people you feel would be really important additions to your network. Write them down, add them to your social media channels of choice, monitor them, and if there's a common interest, build a human relationship with them first. Also, make sure you do your fair number of introductions and connections, because over time those types of attractions will build you that 'secret society.'

Michael Schein

<https://smashingtheplateau.com/episodes/stp554/>



MAKE YOUR COMMITMENT TO BE AN ENTREPRENEUR



Surround yourself with positive people, get rid of the naysayers. Make sure you are hanging out with, doing business with, and speaking to people who are supportive of you and your commitment to start your business.

Jane Wesman

<https://smashingtheplateau.com/goingsolo/episode-002/>



HOW YOUR COACHING BUSINESS CAN EXCEED YOUR LAST CORPORATE JOB



Always have a call to action. Get really clear on 15-30 people in your network that could best support you and together could create something mutually beneficial. Get on the phone, and listen. They might not all hire you, but almost all will provide you with some tip, some other contact, which greatly helps your journey.

Michael OBrien

<https://smashingtheplateau.com/goingsolo/episode-027/>



UNDERSTAND YOUR VULNERABILITY



Ask for testimonials and referrals. It recalls the people you most want to work with, what it is that they most enjoyed working with you, and it embeds it in their memory. Things don't happen unless you ask.

Knute Kallander

<https://smashingtheplateau.com/goingsolo/gs056/>



HOW LEARNING CAN LEAD TO SUCCESS



Build up your network and build your relationships. Be genuine, generous, and grateful, and with those three G's you will be more successful.

Todd Cherches

<https://smashingtheplateau.com/episodes/stp569/>



HOW TO FIND CORPORATE SPONSORS



If you want sponsors, do your research, approach them in a manner that you have a plan for them in how you can help them, and follow through with it.

Arline Warwick

<https://smashingtheplateau.com/episodes/stp544/>



DETERMINE YOUR BEST CLIENTS IN 180 SECONDS



Get yourself out there in front of networking groups, Zoom calls, etc. Get yourself out as much as you can, talking to others about your business.

Juliet Clark

<https://smashingtheplateau.com/episodes/episode-522/>



GETTING OVER THE “ICK” OF SELLING



When the moment presents itself, know how to ask for what you want. Practice the ask.

Cindy McGovern

<https://smashingtheplateau.com/episodes/episode-521/>



WHY YOU SHOULD CONSIDER SELLING YOUR BUSINESS EVERY YEAR



Hard work and organization within your hard work. Keep track of everything that you are doing so that you don't get disorganized in your efforts.

Chad Peterson

[https://smashingtheplateau.com/
episodes/episode-517/](https://smashingtheplateau.com/episodes/episode-517/)



BUILDING THE CREATIVE BUSINESS OF YOUR DREAMS



Use the telephone. Be the person who picks up the phone, talks to the client, and builds a relationship with them.

Luci Dumas

[https://smashingtheplateau.com/
episodes/episode-510/](https://smashingtheplateau.com/episodes/episode-510/)



CONSISTENTLY TALKING ABOUT YOUR CUSTOMER



Think about "why does somebody refer business to me?" and focus on that exclusively in your marketing. Build social currency. Give people reasons to start talking about you.

Bill Bice

<https://smashingtheplateau.com/episodes/episode-507/>



MEDIA MAGIC



Listening and responsiveness. Understand where you can go based on feedback from others.

Jonathan Krackehl

<https://smashingtheplateau.com/episodes/episode-505/>



DISRUPTIVE THINKING



Value people, see the value in them and it allows them to let that value shine. Sometimes you have to polish people to make them shine. Also run the business like you don't own it and be a good borrower.

John Fairclough

<https://smashingtheplateau.com/episodes/episode-494/>



HAVING FUN AND BEING PROFITABLE



Be fanatical at building lists. Market everyday, at least 20 minutes a day. Be consistent in your marketing efforts.

Jim Beach

<https://smashingtheplateau.com/episodes/episode-480/>



TURN LINKEDIN INTO A SALES MAGNET



Have a LinkedIn challenge, a 10-day challenge with you and other experts to share one LinkedIn tip a day. It's a great way to grow content, build relationships, and get your name out there.

Sarah Santacroce

<https://smashingtheplateau.com/episodes/episode-462/>



CREATIVE PROFESSIONALS CAN BE SUCCESSFUL ENTREPRENEURS



Insure that you have a good product, validate your idea, listening and deeply caring about your customers. It's not about using your audience, it's about serving them.

Tom Ross

<https://smashingtheplateau.com/episodes/episode-460/>



HOW EXPERTS CAN HELP YOU LAUNCH YOUR BUSINESS IDEA



Build relationships with successful founders. It is a great way to accomplish many goals. It's not about overnight success, it's about getting started and doing what you love for as long as you can.

Abdo Riani

[https://smashingtheplateau.com/
episodes/episode-457/](https://smashingtheplateau.com/episodes/episode-457/)



THE IMPORTANCE OF FOCUS



Actively seek out entrepreneurs who you can trust and learn from. Invest in a personal, one-on-one business coach.

Danielle Pierce

[https://smashingtheplateau.com/
goingsolo/gs062/](https://smashingtheplateau.com/goingsolo/gs062/)



THE POWER OF HUMAN CONNECTION



Leverage your network. We all have social capital at our finger tips. Who are your top few connectors who you want to pay the most attention and love to? Really listen to your audience. It's less about what you think they need and about what they are telling you.

Alan Cohen

<https://smashingtheplateau.com/goingsolo/episode-034/>



REPURPOSE YOUR CAREER



Get an accountability partner, someone that gets you and keeps you from staying inside your own head.

Marc Miller

<https://smashingtheplateau.com/goingsolo/episode-033/>



SMARTLY MOVING FROM EXECUTIVE INTO ENTREPRENEUR



Don't be bashful, reach out to your network, your friends' networks, give them a call and ask them out for coffee. Ask them to pick their brains, talk to other successful people, and don't be afraid to ask anyone for help.

Gary Ireland

<https://smashingtheplateau.com/goingsolo/episode-023/>



FROM TRAVEL AGENT TO DYNAMIC BUSINESS GROWTH CATALYST



Think about your buddies. Who can support you in an area where you are not a maven? Have a team around you so that when you have issues you know exactly where to turn. Isolation kills success.

Rochelle Lisner

<https://smashingtheplateau.com/goingsolo/episode-011/>



FROM LITIGATION LAWYER TO ENTREPRENEUR



Read, inhale books of successful and inspirational people. Go hang out where the successful people are, reach out to them and get to know them.

Tsufit

[https://smashingtheplateau.com/
goingsolo/episode-010/](https://smashingtheplateau.com/goingsolo/episode-010/)



BUILDING YOUR BUSINESS FOLLOWING A DEBILITATING JOB



It's hard to go out on your own. Have a support group that you are able to talk to and bounce ideas off of. Take a step back on a regular basis and analyze where you are in your business and where it is you want to go.

Geri Mazur

[https://smashingtheplateau.com/
goingsolo/episode-007/](https://smashingtheplateau.com/goingsolo/episode-007/)



TRANSFORMING AGE 60 UNEMPLOYMENT INTO A SUCCESSFUL BUSINESS

W

Get out there and network, get your name out there, up your presence on social media. Get your plan in action, write it down and zero in on it. Stay focused on the plan.

Lorianne Vaughan Speaks

[https://smashingtheplateau.com/
goingsolo/episode-004/](https://smashingtheplateau.com/goingsolo/episode-004/)

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BUSINESS DEVELOPMENT



HOW CREATIVE PROFESSIONALS CAN GET PAID WELL



- Decide what you want to be known for. What is your niche?
- Think about what you can share with people.
- Always give a call to action for how people can stay in touch with you.

Marina Barayeva

<https://smashingtheplateau.com/episodes/episode-451/>



USING LEARNING SOLUTIONS TO INCREASE YOUR REVENUE



Make sure you are clear on who your audience is and their pain points. What keeps them up at night? What are your solutions? Who are your competitors to your solutions? When you put that together, what you need to do to move forward becomes much clearer.

Ronnie Tsunami

<https://smashingtheplateau.com/episodes/episode-455/>



HOW A HYPNOTIST CAN HELP YOU GROW YOUR BUSINESS



Build assets and leverage them. Build a list of all the current assets you have. What are the testimonials you have? Relationships you have obtained? Skill sets you have? Harness your strengths and open your eyes to all the possibilities around you.

Jason Linett

<https://smashingtheplateau.com/episodes/episode-456/>



THE POWER OF THE 15-SECOND PITCH



Find your ideal client. It takes time, but learn and know when and how to turn away the wrong clients and only accept the right ones.

Laura Allen

<https://smashingtheplateau.com/episodes/episode-465/>



REVENUE YOU CAN COUNT ON



Connect. Don't be over reliant on technology to make those connections. Pick up the phone and have real conversations with people and watch your business grow.

Melanie Benson

<https://smashingtheplateau.com/episodes/episode-470/>



FROM FAILURE TO SUCCESS THROUGH CULTURE



Listen not just with your ears, but with your eyes as well. Follow and pay attention to body language. Actively listen to your clients so you are able to truly grasp what they desire. Have the courage to speak up and be honest. Be active in mentoring and helping others to be better leaders.

Tabitha Laser

<https://smashingtheplateau.com/episodes/episode-479/>



PERSONAL STRESS AND SUCCESSFUL LAUNCH



Bring unusual authenticity to your marketing campaign. People really resonate with it. People feel they will get an honest answer from us, and can therefore trust us better.

Lopa van der Mersch

[https://smashingtheplateau.com/
episodes/episode-493/](https://smashingtheplateau.com/episodes/episode-493/)



THE POWER OF DISCOVERY



Believe only half of what you see and even less of what you hear, especially when hiring someone or taking on a new client. Always be present where your potential users are. Are they on social media? Get on social media. Are they on podcasts? Get on podcasts.

C. Lee Smith

[https://smashingtheplateau.com/
episodes/episode-497/](https://smashingtheplateau.com/episodes/episode-497/)



START YOUR BUSINESS IN 1 HOUR A DAY



Actually act. Then begin to tweak once you have already put yourself out there. Constantly act as quickly as possible, be willing to fail. You learn and achieve more that way than if you were to always sit and deliberate.

Ramesh Dontha

[https://smashingtheplateau.com/
episodes/episode-499/](https://smashingtheplateau.com/episodes/episode-499/)



TRANSFORMING FEAR, STIGMA, AND SHAME INTO COURAGE, HONOR, AND RESPECT



Create a solid and strategic business plan. Keep that strategic plan as a living document. On a weekly basis, monitor its progress, and keep the document up to date. Strategically, use your story to benefit or meet the needs of your audience. Gain as much exposure as you can in the shortest amount of time.

Ed Squire

[https://smashingtheplateau.com/
episodes/episode-504/](https://smashingtheplateau.com/episodes/episode-504/)



SALES IS NOT ABOUT THE SALESPERSON



Have a sales call triangle. First, listen to your customer. Second, connect based on what you just heard; forge a connection with your client. Lastly, speak, go more into your pitch and what you can offer the client.

Andrew Izumi

<https://smashingtheplateau.com/episodes/episode-509/>



DIVERSIFYING YOUR INCOME TO MINIMIZE DISRUPTION



Curiosity and customer discovery are key. Get on the phone with people. What are their problems? How are they solving those problems? What is it that they need? Stay curious, ask questions, and you will never run out of ideas on how to grow your business and how you can best serve others.

Jason Van Orden

<https://smashingtheplateau.com/episodes/episode-534/>



SELLING YOUR EXPERTISE ONLINE



Use every available organic and free strategy before you spend a penny.

Monika Mileva

[https://smashingtheplateau.com/
episodes/stp537/](https://smashingtheplateau.com/episodes/stp537/)



HOW TO FREE YOURSELF FROM RUNNING YOUR BUSINESS



1. Identify the problem you are solving for your target audience. 2. What is one product and service and one target audience? 3. Identify the core steps for the delivery of that product and service.

David Jenyns

[https://smashingtheplateau.com/
episodes/stp541/](https://smashingtheplateau.com/episodes/stp541/)



BECOMING A HIGH PERFORMING BUSINESS OWNER



Work out where you are weak and where you are strong. How strong and clear are your goals in a certain time frame? Look at your productivity. Once you have figured out your goals, can you actually do what is needed?

Mindset: do you eat problems for breakfast or do you actually work on them? Workout what your genius is and what it is not.

David Wood

<https://smashingtheplateau.com/episodes/stp572/>



HOW TO DEAL WITH THE TRAUMA OF JOB LOSS



Do a very hard-nosed financial analysis of the value of your time and the willingness of the market to spend for your time. Only then can you really see if you've got a business that will sustain you and your lifestyle.

Kenneth Gorfinkle

<https://smashingtheplateau.com/goingsolo/episode-012/>



COURAGE TO PURSUE YOUR MISSION AS AN ENTREPRENEUR



Understand what your total fixed costs are. Really know how much you need to make to fill your bread basket. That is what you have to fill every month. Make sure you have at least ten months' worth of expenses saved. Clear up any debts. Get your finances straight.

Brian Califano

[https://smashingtheplateau.com/
goingsolo/episode-014/](https://smashingtheplateau.com/goingsolo/episode-014/)



FROM FORTUNE 500 DIRECTOR TO MARKETING CONSULTANT



Do a lot of planning and documenting on all the important things you work on, things that you focus on. Plan for your exit, network, have the time to think through what you want to do. It is so easy to forget what it is you contribute as a solopreneur when you leave a structured job. Document your value, and all that you bring to the table.

Susan Hartman

[https://smashingtheplateau.com/
goingsolo/episode-021/](https://smashingtheplateau.com/goingsolo/episode-021/)



ENTREPRENEURS TAKE CHARGE



Don't wait to be picked. If there is a job you want or a client you want, don't wait for them to reach out or look for you. Reach out and take charge. When you do that, you may be rejected a few times. But you are working towards your goals and in charge of your own progress.

Mac Prichard

<https://smashingtheplateau.com/goingsolo/episode-037/>



GETTING CLIENTS FOR YOUR CONSULTANCY



Simply just ask. Go to your network, the people you trust, and ask them in an open ended way, what is your biggest problem? Do that a few times, and you'll realize what it is that people want and need, and with urgency.

Erin Halper

<https://smashingtheplateau.com/goingsolo/g072/>



UNDERSTANDING MONEY



Social media marketing. Everyone is on it. Just do it. It's scary, but you just have to put yourself out there. It is global marketing.

Justin McAuliffe

[https://smashingtheplateau.com/
episodes/episode-526/](https://smashingtheplateau.com/episodes/episode-526/)



THE FOREVER TRANSACTION



Take a step back, take a look at your customers' long-term goals, and make sure your product is aligned with their long-term needs

Robbie Kellman Baxter

[https://smashingtheplateau.com/
episodes/episode-520/](https://smashingtheplateau.com/episodes/episode-520/)



GETTING PAID AS AN AUTHOR AND SPEAKER



Get on social media, follow that icon in your field, and get noticed by that icon and all their followers. And make sure you are producing something you are passionate about

Lorianne Vaughan Speaks

[https://smashingtheplateau.com/
episodes/episode-485/](https://smashingtheplateau.com/episodes/episode-485/)



GET YOUR BUSINESS TO WORK FOR YOU



- Focus on product over marketing
- Be yourself, create a brand of trust and honesty with your customers
- Focus on the core product

Natalie Nagele

[https://smashingtheplateau.com/
episodes/episode-469/](https://smashingtheplateau.com/episodes/episode-469/)



CREATE A REAL PROFIT IN YOUR BUSINESS



Be clear on what you want and what you don't. And then look at different ways to model the solution and then choose one that works for you. Lastly, make a plan and stick to it

Michele Williams

<https://smashingtheplateau.com/episodes/episode-461/>



SOLO WITH LESS STRESS



Recognize what you don't know how to do and then follow it up with looking into either a technology or person who can help you.

Simon Brady

<https://smashingtheplateau.com/goingsolo/gs061/>



MIDLIFE TRANSITIONS



Talk to people who will speak the truth to you.
Go outside your circle and ask people to be
critical and honest with you.

Mary Rogers

[https://smashingtheplateau.com/
goingsolo/episode-042/](https://smashingtheplateau.com/goingsolo/episode-042/)



FROM CORPORATE MANAGEMENT TO AGENCY OWNER



Spend 10-20% of your time doing marketing for
your business.

Sherry Goldman

[https://smashingtheplateau.com/
goingsolo/episode-013/](https://smashingtheplateau.com/goingsolo/episode-013/)



BUILDING YOUR 6-FIGURE CONSULTING BUSINESS



Never let a day go by without doing something towards marketing, networking, and business development. It feeds your sales engine, never take your foot off the gas.

Amy Rasdal

[https://smashingtheplateau.com/
goingsolo/gs080/](https://smashingtheplateau.com/goingsolo/gs080/)



BUILDING YOUR BRAND ECOSYSTEM



Develop content. Content marketing is the way of the future. Develop a valuable supply of ever green content, expertise and knowledge which is accessible, out there for anyone at anytime.

Philip VanDusen

[https://smashingtheplateau.com/
goingsolo/episode-001/](https://smashingtheplateau.com/goingsolo/episode-001/)

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PRODUCTIVITY





MULTIPLY YOUR SUCCESS WITH INTERNS



Always have a project pipeline for your interns. That way, there is no gap in the quality of work they are doing for your benefit and their own.

Matt Zinman

[https://smashingtheplateau.com/
episodes/stp553/](https://smashingtheplateau.com/episodes/stp553/)



IMPROVE YOUR INFLUENCE



Periodically record yourself while you are at work with a client (with their permission). Listen to it and study how it makes you feel, and what areas you could improve. Then put your action items together. Break your goals down into a number of days that work best for you. By the end, you are ready for your next recording.

Stacey Hanke

[https://smashingtheplateau.com/
episodes/stp555/](https://smashingtheplateau.com/episodes/stp555/)



BUILDING A \$1 MILLION EXPERT BUSINESS



Time block your calendar. Have an assistant who manages your calendar put all the necessary information inside your calendar that you need to perform the task - documents, links, etc. When it comes time to perform the task, just open your calendar and do the work. Everything you need to perform is right there.

Kathy Goughenour

[https://smashingtheplateau.com/
episodes/stp561/](https://smashingtheplateau.com/episodes/stp561/)



HOW TO PIVOT EFFECTIVELY FROM C-SUITE TO COACHING



There is power in pausing and reflecting. When you are not sure about something, pause, give yourself a moment to reflect and, more often than not, ideas will come bubbling up to the surface. And then act. Action is better than perfection, and something is always better than nothing.

Neil Schambra Stevens

[https://smashingtheplateau.com/
episodes/stp566/](https://smashingtheplateau.com/episodes/stp566/)



SELLING ON AMAZON WITH THE WHOLESALE FORMULA



Don't stop, no matter how discouraged you get, be resilient and don't settle in finding solutions to get your life the way you want to live it.

Dan Meadors

[https://smashingtheplateau.com/
episodes/episode-516/](https://smashingtheplateau.com/episodes/episode-516/)



WHY WE'RE NOT IN THE GURU BUSINESS



Read the book 'The One Thing.' What's the one thing that you can do right now that's going to keep you moving forward and the momentum going?

Jeff Schechter

[https://smashingtheplateau.com/
episodes/episode-514/](https://smashingtheplateau.com/episodes/episode-514/)



6 AND 7 FIGURE BRANDS ON AMAZON



Be motivated to automate, simplify your life
and your company.

Sophie Howard

[https://smashingtheplateau.com/
episodes/episode-484/](https://smashingtheplateau.com/episodes/episode-484/)



MAKING GROWTH PLANS HAPPEN



Formulate habits in the morning. Get up
early, organize yourself, get a good workout
in, and spend some time thinking and
journaling about how you want the day to
go. Secondly, constantly measure progress,
keep tabs on how you are progressing and
when it is time to take it to the next step.

Carey Rome

[https://smashingtheplateau.com/
episodes/episode-475/](https://smashingtheplateau.com/episodes/episode-475/)



FINDING YOUR GOLDEN THREAD



Say yes to what makes you tick and say no to everything else. This way you are able to focus on your work and be truly excited by it and enjoy your life.

Yvonne Dam

<https://smashingtheplateau.com/goingsolo/gs066/>



DISCARDING OUTSIDE EXPECTATIONS TO FULFILL YOUR DREAMS



Consistency. It is not enough to just read a book or listen to a podcast and expect change to take place. It takes action steps that you plan and consistently execute each and everyday.

Maki Moussavi

<https://smashingtheplateau.com/goingsolo/gs055/>



FROM GLOBAL CORPORATE VP TO THRIVING CREATIVE BUSINESS



Take things one step at a time. Things can get very overwhelming when starting something new. Focus on one step at a time and before you know it, you'll have gathered all the knowledge you need.

Anne LaFollette

[https://smashingtheplateau.com/
goingsolo/episode-031/](https://smashingtheplateau.com/goingsolo/episode-031/)



BUILDING A LEADERSHIP DEVELOPMENT CONSULTING FIRM



Make sure you move one foot in front of the other each day. Always be moving forward and progressing to some goal, no matter how small it is, keep moving.

Alex David Winnicker

[https://smashingtheplateau.com/
goingsolo/episode-025/](https://smashingtheplateau.com/goingsolo/episode-025/)



FROM RADIO STATION EMPLOYEE TO FOUNDER OF A VIRTUAL STAFFING AGENCY



Document your processes, it is incredibly important to document repeating processes for your business's organization and valuation.

Jaime Jay

<https://smashingtheplateau.com/goings-olo/from-radio-station-employee-to-founder-of-a-virtual-staffing-agency-featuring-jaime-jay/>



HOW TO BE A SERIAL ENTREPRENEUR



Create a list of everything you do on a day-to-day, week-to-week, month-to-month basis. Organize those lists by priority. Then go through those lists and see where you can save from 30 minutes to hours of time in your day-to-day life.

Nathan Hirsch

<https://smashingtheplateau.com/episodes/stp538/>



WHY YOU SHOULD JOIN A PEER ADVISORY BOARD



Actions measure activity. Good thoughts have to turned into action. Set goals for yourself, long term and short term, this will guide you to what actions you must do to achieve your goals.

Ray Silverstein

<https://smashingtheplateau.com/episodes/stp539/>



INFLUENCING WITH LINKEDIN



Processes: in processes you must trust. If you don't have the right processes, then things take a lot longer than they have to, and you begin to get anxious about seeing the result. Have a process for everything in business to avoid short-term, anxious thinking.

Tamar Hela

<https://smashingtheplateau.com/episodes/stp546/>



USING LINKEDIN TO FIND HIGH VALUE CLIENTS FOR CONSULTANTS AND COACHES



Take action. I have two sticky notes on my computer, one saying 'create' and the other is 'engage'. These are reminders to myself to show up every day and create something and engage in other people's ideas. If you do those incremental steps everyday, it'll get you to where you want to be.

Trevor Turnbull

<https://smashingtheplateau.com/episodes/stp549/>



CREATING OPPORTUNITIES THAT ARE GROUNDED IN YOUR PRINCIPLES



Name your mission statement. Make your intention clear and concise in order to have a guidepost for every decision you make.

Merritt Minnemeyer

<https://smashingtheplateau.com/episodes/stp558/>



FOCUS ON RESULTS



Take 10 minutes every morning and write down your intentions for the day, what results you want, and who you want to empower and help. Write a longer to do list. Off the longer list, choose the top three things that you will focus on for the day.

Gabe Arnold

<https://smashingtheplateau.com/episodes/stp562/>



PRESENCE PREPARES YOU FOR PROFITS



Create an ongoing presence practice. Start your morning without a phone, without a distraction, meditate, write down your intention for the day and map the rest of the day around that.

Devi Adea

<https://smashingtheplateau.com/episodes/episode-477/>

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