



# FOLLOW THROUGH on your Ideas

## Understand what TRULY stops you

In the first of this series of articles covering the *7 Simple Strategies 4 Success* on which I train, followed by coaching you on your ideas, I explained the value of an NTBP ([Non-Traditional Business Plan](#)) – your 3-year Vision – as well as the value of time spent [planning the development and growth](#) of your business.

**However ...** We can plan 'til the cows come home; but only when we **follow through** on our planning will we reap those rewards we envisioned when creating our 3-year vision. Strategy #3 helps you **understand what stops you**.

We have the best of intentions while chunking our time into our agenda and adding the tasks into the boxes. Then urgent issues come up and off we go to deal with them; never to come back to what we had planned to work on.

Which came first – the chicken or the egg? Which changes are you going to make first to get out of the cycle you're in?

You're tired of putting out fires. You know that changes have to be made. You still react to what your customers deem to be an emergency ... during the business development time you planned.

People resist change; especially change imposed by someone else. Almost all of us do and there's a great likelihood that you do, too.

This is why, as mentioned in the previous articles, it's so important to truly know what we really want ... for our company and for ourselves; not what others want for us or what we feel we "should" want. Our goals have to truly be **our** goals – goals for ourselves that are compelling ... compelling enough to draw us to them through the resisted changes we must make. If you feel little or no excitement when you think about your goals, they're simply not powerful enough.

A really good goal is not only exciting but it feels a bit scary; maybe some tightness in your abdomen. It exhilarates you to think of it. There's risk involved. The more risk involved, the more fear you feel.

And **FEAR** is precisely what holds us back! Fear is simply **False Evidence Appearing Real**.

This is the time when we really need to get **proper, external** support to make changes. By proper I mean someone from outside of your life and outside of your company. Someone who has a fresh perspective; someone who will dare to **tell it like it is** ... not someone who will commiserate with you; feel your pain and assure you that what you're doing is, of course, the only way to do it. Misery loves company, we say, so you can find lots of support to help you stay stuck.

And I repeat: **People resist change**. It isn't easy for us to go through the changes ourselves, and we're the one with the great ideas for which we see fantastic results. Those around us ... family and staff ... also resist change and because the change you're implementing is not *their* idea, nor do they "feel" the great results you do, it's unrealistic for you to expect them to provide you with the support you need.

It's not a stroll in the park to incorporate changes to **the way things are done around here**. There'll be some rocky roads, but staying focused on your vision keeps you motivated to continue ... **consistently & persistently** taking one small step after another. Eventually, consistently getting back on track, you will, inevitably, reach your destination ... your vision.

There are numerous reasons why we don't **FOLLOW THROUGH** on the changes we've planned to reach our goals.

One reason is because we are working towards someone else's goals. Look closely at your goal, dissecting it and studying all of the "why"s you want to reach this goal. Are you still passionate about your goal – your 3-year vision? Or are you hearing yourself saying "I **should** ..."

Caution: ***We should all over ourselves frequently!***

"Should" is a word used to give advice. Why would we give ourselves advice? We're the decision-makers when it comes to what we do. Aren't you? If you hear yourself using the word "should" listen again. Whose voice do you hear? That person who gave you that advice, by telling you what you **should** do, had good intentions. However, that may be something that that person would do ... or not. After all, is that person in your shoes? If so, has that person done what (s)he said *you* should do?

When we're working towards accomplishing goals that aren't ours, it's really easy not to **follow through** on the actions that we know we need to take to reach the destination.

Another reason to not **follow through** is our "societal conditioning." We have been conditioned since birth to behave in certain ways in order to get certain results. It's time to break away from those rules and to create your own. As long as what you desire for yourself hurts no one, it will enhance everyone. It may not delight everyone, but as long as it's not taking anything away from them then it is, by natural law, giving to them. I could write pages on this, but suffice to say that if you can think of "it", you can have it. The only reason for your not having it is because of how you've been conditioned to tell yourself you should not/cannot have it. Your vision may include something so outlandish, so far "out there" that your conditioning is holding you back from **following through**; for fear you will actually **get your desired results**.

**Did you know** that more people are afraid of becoming successful than those who do not fear success? Strange but true. It's not actually the fear of "success" itself, though, that stops us. It's the fear of becoming detached from many of the things *and people* to whom we are currently attached; and it's the attachment to those things & those people that is actually holding us back.

***The only thing stopping us from GREATNESS is ... ourselves!***

Along the journey to materializing your vision, you will have doubts. This is normal. We all do. After all, we're now travelling in unknown territory ... and we're dealing with the conditioning I mention above.

Acknowledge your **doubts** (see the exercise below); and continue on the path toward your vision.

Prepare yourself for those doubts to turn to **worry** ... because they will if you don't nip the **doubts** in the bud. Be sure to cut **worry** off at the path, though, because if you don't the next level of that **doubt** -> **worry** cycle is **FEAR**; and **FEAR** will stop you in your tracks and have you turn tail and run ... all the way back to ***the way things have always been done around here***.

Ask yourself: **"What if** this (that my **doubt** is telling me) were to happen?"

Think it through and prepare yourself: "If this happens I'll \_\_\_\_\_ (do this) \_\_\_\_\_."

"But **what if** this were to happen?"

Again, thinking it through, prepare yourself for that scenario, as well: "If this were to happen then I'd \_\_\_\_\_ (do this) \_\_\_\_\_."

Now that you have a couple of alternative plans of action you are much more empowered. So move on.

It seems simple, I know; *because* it is! In fact, the simplest steps are often the most profound. And the simplest changes give us the most profitable results!

This is why it's so important to get **tough, external** support. Create a mastermind group; a round-table. Join one. Seek out a mentor; someone in your field who's "been there; done that." People love to share their success stories! It's of utmost importance to work with a strong accountability partner; someone who won't let you mislead yourself anymore. Someone who will **tell it like it is** regardless of whether or not you like hearing what they have to say.

Only by taking action ... consistently and persistently ... to **follow through** on our ideas will we **get the results we desire.**

Stay tuned for ... **Strategy #4 : TAME THE CASH-FLOW BEAST**  
Get out of **your** fear of DEBT.



## Fun Has Never Been So Profitable



As general contractor for her home, Lynne identified that while contractors are great on the tools, they struggle to balance money & time ... especially time in which to have **FUN**. As a solution Lynne created [The Trade-Contractors' Business College](#), a year-long coaching & training program for business owners in the construction industry, covering [7 Simple Strategies for Success](#) which are key to every successful business.

**M. Lynne Jacob**, Business Performance Coach (Diploma)

[mjInternational.com](http://mjInternational.com)

[Lynne@mjInternational.com](mailto:Lynne@mjInternational.com)

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