

3 Imperfect Pieces of Your Business



I was a student of piano when I was a kid - started at age 5 and played until I got a minor in music at college. For a while I went to a public school where we did academics half the day and piano half the day, working toward becoming a concert pianist.

There are 3 pieces to performing classical piano really well. One is the technique - how good your hands are. One is the overall story of the piece - how to approach each part, how it relates to the other movements in the piece. One is the energy and mindset you bring when you sit on your piano bench.

It's impossible to be perfect every day - in fact, there is no perfection in music. Because, not only is it technical it also involves your heart and your strategies for performing the piece.

In business it's the very same. We need 3 pieces to be lasting and successful, and just as in music there is no perfection. The three pieces we need are:

- Mindset or energy - what we are willing to bring to the table from within.

3 IMPERFECT PIECES OF YOUR BUSINESS

- Strategies - how we think about and offer what we sell.
- Tools - what we need to support us in terms of the backend of our business like software, bookkeeping, scheduling.

Many business owners make the mistake early on of investing heavily in fancy and overly complicated tools, while in the meanwhile they also need to back up and think about their business as a whole - the strategies. Or, they need to grow inwardly. Things like self-honesty, handling conflict, decision making skills. These things are the mindset or energy set of being a business owner.

In my CEO Circle Community (confidentmarketer.com/ceo-circle) we mostly stay on the mindset, energy, and strategic end of things. Because, in truth, these areas will bolster you and support you in both bad times and good. Tools are small decisions in the great scheme of things - ever changing. And they will only support your strategies and mindset so if there is inconsistency or unhappiness in those parts the tools will not dig you out.

Now and then I run across a simple statement that has a lot of good usefulness to it. In a previous article I talk one sentence of 27 words that helps you to frame all the offers you make. It helps you truly understand what you are offering to others. You can read that sentence and diagnose trouble areas in your sales almost immediately.



Just remember that all business is an experiment. You try things. You keep what works well for your customers and for your business. What doesn't work well, go back to the beginning and find the flaws. It's fixable. And it's often the mindset or energy part of the 3 imperfect pieces, not your tools.

If you would like to get the 27 word paragraph that helps you see how to frame your offers please go to confidentmarketer.com/email-archives. You'll find it there.