



# *Trusting Your Gut Too Much?*

## TRUST YOUR GUT



The past few days have been a test for me of trusting my gut. I'm a believer in gut trusting for the most part, but I'm also an experienced business owner and I know that my gut has to be balanced by valid business principles, too. Do you find, like me, that it's sometimes hard to find the right balance?

When we don't trust our gut we give in to fear - fear of lack of income, fear of missing out, fear of rejection, fear of being ridiculed. But on the other hand, honing our gut and trusting it (along with using valid business principles) is what we are called to do if we own a business.

- Does Bill really, truly need those extra 2 radiation treatments? My gut says no.
- Should I agree to work with a business owner who twice before has ended her work with me and has a history of not following through? My gut says no.
- Should I write a cold-call email to a big company, offering my services when I see they are making a huge mistake in their marketing? My gut says yes, even

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though there is a good chance they won't respond. It's not about them, it's about me. It's about my willingness to share my expertise even though I might be rejected - and not letting that rejection get me down in any way.

One of my own business mentors, who sold just one of his companies for over a billion dollars, told me that every business owner he knows does what he does - he trusts his gut but he runs the numbers. Too much gut trusting is an excuse to just do whatever you want to do, with no discipline or focus. Too much "by the numbers" doesn't take into account your sense of things - the acumen you have developed after being a

business owner for years. If you are fearful to trust your gut at all you let yourself and your customers down.

Trusting your gut takes a lot of self-honesty. And it takes being vulnerable. It takes trusting yourself and realizing that most other people will not trust you if that requires them to step outside of their comfort zone. Because why? They aren't trusting their gut, they are trusting their fear. Long-term that's a bad choice for anyone.

Over the weekend I trusted a guy I didn't know very well, Luc Dermul, a Belgian business owner I met through a forum I'm a part of. I asked him to do a guest blog post for me and in the end he sent over a great article about domain names and whether the length of your domain name matters. You'll find out what you didn't know about domain name length, for sure. Here's where to find the article: [confidentmarketer.com/does-domain-name-length-matter](https://confidentmarketer.com/does-domain-name-length-matter).

You can also read a guest post by my long-time colleague, Charlie Page, who offers you some really solid advise about affiliate marketing. Find that article here: [confidentmarketer.com/affiliate-marketing-success](https://confidentmarketer.com/affiliate-marketing-success).

For the rest of this week I challenge you to acknowledge your acumen in your field of expertise, and to trust your gut but run the numbers. If you need some help with talking through an idea you can hire me for one single hour, and we'll tackle it. Go to [confidentmarketer.com/oneanddone](https://confidentmarketer.com/oneanddone).