



SMACK HAPPY

VIDEOCAST

where we explore all things web and marketing
web design • marketing tips • useful insights • news • design • fun

VIDEOCAST #003 — THE HARSH REALITY ABOUT RUNNING A BUSINESS



FINDING YOUR IDENTITY AS A BUSINESS OWNER

BECOMING A BUSINESS OWNER

There are instances where you set out to own a business, but never really become or have the identity of a “business person”. **The skill sets of running a business are vastly different than what you deliver or are passionate about.**

There are two core areas to be successful in business.

The first (and most familiar) is that you have to be very passionate about what you do. Most people have this part down, but begin to get a little stuck. That is where the second part comes in—you have to *become* a business person. These are tools you already have, so it is just about learning how to use and



execute them. Learn more about these two core areas and how to become that business person by watching the videocast.

TRUTH IN NUMBERS

44%

Of businesses fail due to incompetence, 30% due to lack of managerial experience. (Source: Indiana Small Business Development Center)

62%

Out of 585 US Billionaires are self-made (Source: Wealth-X 2016)

How's that for motivation?

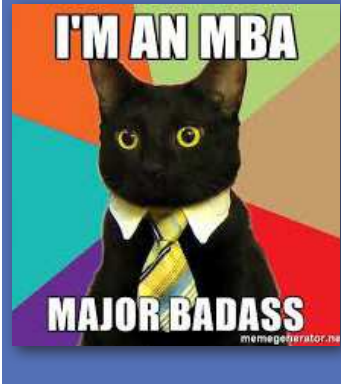
This week's special guest:
Crystal Shanks of Run Right Business Consulting

Crystal is a business coach/consultant Francisco, California. Run Right Business Consulting is a unique firm that takes a

worldwide, and strategic approach to their business and their clients. [Read More](#)



MB WHAT??



THE MBA CONTROVERSY

Perhaps you are headed back to school for that coveted MBA so that you can learn how to be a business owner. Take a step back, and think. With any schooling, you get the theory and best practices of business, but not the real-life experience or how-to that goes into owning your own business.

While an MBA provides you with a lot of valuable knowledge and (most likely) a decent business network of like-minded people—what it will not give you is the key to running or scaling a business.

We are not saying do not do it, but we are saying to take the time to **truly think about what value getting an MBA would bring to you in the future.**

NEXT IN THE QUEUE



What are the differences between working “in” versus “on” your business?

1. **In:** You are the technician. That’s your delivery. That is what you are working on things you are passionate about. If you remain here on this side, you will plateau at some point. That is when you might end up feeling stagnant or challenged. At this point, you shift to working “on” the business.

2. **On:** You are working on being a business owner. It is a different mindset and identity than the “in” side. At this point you move away

A FEW LEARNINGS

- We *might* be control freaks.
- Let it gooo, let IT GOOOO!
- Give or take, you’ve got 4k weeks on this planet.
- **BUSINESS SHOULD BE FUN!** If it’s not fun, something isn’t right.

from the technical aspects of the business. For example, this is where you would begin to add team members to support your business and make it more efficient. You have other people

doing your best work for you. While working on the business, you can also bring on more work and grow the business because you now have the support to do so.

“Keep on going, and the chances are that you will stumble on something, perhaps when you are least expecting it. I never heard of anyone ever stumbling on something sitting down.” – Charles F. Kettering

Check out the videocast for the rest of the discussion, including more about working *in* versus *on*, and more.

If You Want to Learn Some Stuff...

We recommend these great resources.

READ THIS BOOK.

E-Myth Revisited: Why Most Small Businesses Don’t Work & What to Do About It

THIS BOOK, TOO...

The Psychology of Winning: Ten Qualities of a Total Winner

AND ONE MORE!

Don’t Make Me Think, Revisited: A Common Sense Approach to Web Usability