



5 INSIDER CONVERSATIONS THAT CHANGED MY BUSINESS

Tara Gentile

Host of Profit. Power. Pursuit.

Dear small business owner,

Thank you for requesting this glimpse into the way honest conversations with thriving business owners have changed my own business over the last 2 years.

Because you're reading this, I know that you care deeply about the success of your business.

And, I have a hunch that you suspect there are conversations and insider information that you're not privy too.

Well, I've made being your fly-on-the-wall an important part of my mission. You see, I *know* there are conversations and insider information you're missing out on.

The thing is, it's not that successful business owners don't *want* you to have this information. It's just that you haven't had the connections or opportunities to get in on this important part of business growth.

That's where Profit. Power. Pursuit. comes in. It's not just another interview show that asks entrepreneurs about what they're passionate about or how they got started.

I deep dive about what's *really* working in their businesses and get them to dish on things they've never been asked about before. This short guide is a look into those conversations and how I've used them for my own business growth.

Remember, there are over 80 more conversations where these came from.

Sincerely,
Tara Gentile

Founder, CoCommercial
Host, Profit. Power. Pursuit.



VANESSA VAN EDWARDS

CRAFT YOUR DAY TO FEEL CAPABLE



VANESSA VAN EDWARDS
Founder, Science of People

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[Capability] is the easiest way to increase your happiness. We don't think about capability in terms of happiness, so when I say capability, I mean, power, feeling like you are badass at something, feeling like you are better than other people at what you are doing. And so, what happy people's to do lists tend to look like is they tend to do what's called job crafting.

They create their day around their skills. They are doing things on a day-to-day basis, and they can't do everything like this, but they know that there are anchors throughout the day where they are using their skills that make them feel like, "Damn, I'm good at this."

EPISODE 51 OF PROFIT. POWER. PURSUIT.

VANESSA VAN EDWARDS

CRAFT YOUR DAY TO FEEL CAPABLE

I have learned a ridiculous amount of new skills as an entrepreneur. Over the last 8 years, I've learned Wordpress development, graphic design, copywriting, team management, marketing, etc... The list really could go on and on.

Of course, I'm not exceptionally capable at a lot of those things. Just like you, there are a few things I excel at and the rest I've learned to get by. Saving a bit of money doing it myself often outweighed the the fact that I didn't enjoy the task.

As my business has matured, I've focused more on the actions I feel exceptionally capable at. I've streamlined my business to allow me to

spend most time on those kinds of activities.

Since I talked to Vanessa though, I've made some even bigger changes.

My week is now block scheduled so that Mondays, Tuesdays, and Fridays, I have an open schedule (no training or meetings) so that I can focus on my high capability activities. On Wednesday and Thursdays, I focus on training and meetings.

I've found that not only am I more productive, but I'm also happier. I feel like I've accomplished so much more at the end of each day.

JUSTIN SHIELS

MAKE TIME FOR NEW RELATIONSHIPS



JUSTIN SHIELS
Founder, Curious Tribe

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When it comes to networking, I'm a little intense. I've actually reserved every Wednesday at 3pm for a meeting with a close friend or a new stranger who I'm interested in meeting. So I literally email, Facebook, or Instagram someone who I think is doing something interesting.

EPISODE 63 OF PROFIT. POWER. PURSUIT.

JUSTIN SHIELS

MAKE TIME FOR NEW RELATIONSHIPS

I'll admit it: networking is not my thing. I do like connecting with new people... but the circumstances have to be right.

My conversation with Justin changed the way I looked at the necessity of starting new relationships and networking to extend the impact of my business.

When Justin mentioned that he has a block of time on his calendar every Wednesday *just* for meeting someone new, my eyes got big and met the eyes of my producer who was just as shocked.

Shocked, but, of course, wowed by the genius of it too.

The thing is, when you establish a routine for something important (like working out in the morning), it becomes easier to do. In other words, the circumstance become “right” just because you have created the time and ritual for them to be right.

While I don't have a weekly networking meeting blocked off on my schedule yet, I have made relationship-building part of my weekly routine.

I hang out with the people in my own community—CoCommercial—but I also make time to connect with friends and colleagues in other groups I'm a part of. It's not an add-on, it's a core part of my daily schedule.

JASMINE STAR

NO, REALLY—EVERYBODY FEELS THAT WAY



JASMINE STAR
*Creator of The Path
to Profitability*

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I hate admitting it, but I am just, how do I say this... I suffer from the Imposter Complex every time I pick up a pen to write, every time I pick up a camera, every time I step on a stage, every time I step in front of a camera to teach.

It is always a litany of questions. Like who are you to do this? Imagine what people are going to say. Think about all the negative things that people are going to say as a result of what you're saying, and for me, it's really important to go through the full gamut.

What's the worst that people can say about me? What's the worst possible thing that can happen? And perhaps you aren't in a position to be of authority to speak on this. And then I say, "And then what?"

EPISODE 42 OF PROFIT. POWER. PURSUIT.

JASMINE STAR

NO, REALLY—EVERYBODY FEELS THAT WAY

I had an absolutely wonderful conversation with Jasmine Star about her photography business and her pivot to helping creative business owners develop standout brands. But what really stood out to me was something that most of my interviewees have mentioned in one way or another...

Jasmine Star suffers from the Impostor Complex.

Here I was talking to a successful, beautiful, charming woman who had no reason to doubt her own ability admitting that every action she takes forces her inner gremlins to the surface.

If you're like me, you're quite familiar with this feeling. But it's easy to think

that people who seemingly have it all together don't feel the same way.

My conversation with Jasmine was a personal wake up call.

There is no amount of "making it" or weight I could lose or stages I could speak on that would make those feelings go away. The only thing I can do is learn to deal with them.

Luckily, I have an ace in my pocket when it comes to that. My good friend Tanya Geisler is a specialist in the Impostor Complex and has helped me—along with many others—develop a simple personal strategy for combatting its effects.

Bottom line: you're not alone.

LAURA ROEDER

MAKE YOUR TEAM MEMBERS ADVOCATES



LAURA ROEDER
Founder, MeetEdgar

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...we're really huge on everyone having ownership over what they do, so we call our team leads advocates. We call them that because they're not necessarily the boss of that team, but they're the person who advocates for that team within the company.

So our customer service advocate is fighting both for her team to make sure they're happy and just for the role of customer service in the company. She's advocating to make sure our customers are served. Marketing is advocating to make that we're spending enough time and resources on marketing.

We see those team leads as the advocate for their area, and then each person within the team has total ownership over whatever their tasks are.

EPISODE 14 OF PROFIT. POWER. PURSUIT.

LAURA ROEDER

MAKE YOUR TEAM MEMBERS ADVOCATES

I knew the moment Laura told me how she named her team leads that I would adopt that technique in my own business.

You wouldn't think that something as small as a title could change the way you delegate, manage, and collaborate with people—but it does.

As Laura said, making your team leads “advocates” puts the ball in their court. They have ownership over their domain. Combine that with specific expectations for each team (even if it's a team of 1!) and metrics they will be accountable for and you have the first steps to removing yourself from being the bottleneck in your business.

On my team, we have a Community Advocate, a Growth Advocate, and a Customer Success Advocate. Each role owns both the needs of their area of the business as well as the performance indicators for that area.

We've gone even further to remove traditional department names and use words that represent the real responsibility each team member has.

Our Community Advocate could just be our “product lead,” but instead, she knows her responsibility is to advocate for our community both internally and externally. Her expectations are baked right into her title.

NILOFER MERCHANT CREATE A YEARLY ONE-PAGER



NILOFER MERCHANT
Author, The New How

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So I would do a map of five years out, and start to paint a picture, but then I would say... okay, for this year, what would be one measurable outcome that could be done within this year. And then, I would sit down and break that down and say... okay, so then, what would we need to do at work, at home, in fitness category, just every part of my life for that one thing to become real.

It included who I would hire or what kind of regimen I would put myself on so I had really high energy or all the different aspects, and I would type this up. If I could send you the one-pagers, I had a one-pager for every year for ten years.

EPISODE 23 OF PROFIT. POWER. PURSUIT.

NILOFER MERCHANT

CREATE A YEARLY ONE-PAGER

Could your plans for the year fit on one page? Before this year, mine certainly couldn't. I would always bite off much more than I could chew.

So even though I was a goal-oriented and focused entrepreneur, my attention would get diluted and I'd inevitably have to adjust course 3 months into the year.

Nilofer's explanation of her planning process didn't differ so much from mine, but her ability to narrow this down to get it all on one-page stuck with me.

This year, I decided to create an incredibly narrow focus in my business too. I mapped out the overall goal, plus personal, professional, and financial goals for each quarter.

Just three months into this new year, I'm on track and excited to tackle the next 3 months exactly as I laid them out.

Once you've created that laser focus, I also encourage you to ask yourself what if you only had 12 weeks to accomplish your goal instead of 12 months. Inevitably, you'll find that you would make some different decisions and take some bigger risks.

Pay attention to that. Asking myself that question has led to accelerating the pace on things I would have otherwise procrastinated on—therefore saving myself months or years of hassle.

Finally, Insider Access to Open, Honest Conversations... About What's Really Working In Business Today

CoCOMMERCIAL

It can feel like the most successful business owners know something you don't. And it's true, they do!

But getting behind the scenes on powerful conversations doesn't have to cost thousands of dollars or require years of networking.

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- Exclusive training & explainers
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