



LAURENT NOTIN

THE BOTTLENECK COACH

**THRIVE:**  
8 ESSENTIAL TACTICS  
TO EXCEL AS AN  
ENTREPRENEUR &  
PROPEL YOUR  
BUSINESS FORWARD!

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

---

# Bottleneck

*/'bɒt(ə)lnɛk/*

*Noun*

*A narrow section of road or a junction that impedes traffic flow.*

*(online definition from Oxford Languages)*



*Thank you for downloading my  
eBook. Enjoy!*

A stylized, abstract signature or scribble in blue ink, consisting of several overlapping, sweeping lines that form a shape reminiscent of a signature or a decorative flourish.

“In short, this is a very interesting book that any entrepreneur would be wise to read - irrespective of the industry they operate in or the size of their business.

The section on impact is superb.

Many in the entrepreneur coaching space emphasize revenue, profit (and all the material things they represent) first.

Not Laurent.

He writes extensively about finding your purpose and champions you discovering your own definition of success.

Entrepreneurs are almost universally encouraged to chase wealth and status. However, much of the advice that stems from this mentality doesn't apply to people who want to make a difference on a small, local scale.

This is why Laurent's book and philosophy are so powerful.

It is for anyone.

From the entrepreneur who dreams big to the entrepreneur who just wants to spend more time with their family while making a difference in their local community.

There are also simple but challenging exercises at the end of every chapter to reinforce the material and drive action.

I'll close how I began with a hearty recommendation of this book to any entrepreneur who is serious about developing themselves and their business - no matter their goals.”

### **Phil Tyreman**

Copywriting Trainer and Mentor

Copywriting For Sales

# Introduction

---

\*Being an entrepreneur is in my DNA. I've always had something on the side. It's part of me; I want that freedom and not work for somebody else. I'm one of the worst employees somebody could hire because I'm always thinking about the next step: how can I make things better?" – Tom Jackobs, Trainer

For over twenty years, I've worked with entrepreneurs across the globe. This journey has taught me three vital truths about the entrepreneurial spirit.

## 1. Entrepreneurship Calls to You

True entrepreneurs feel an undeniable pull towards their path. It's an inner calling, not a choice.

If you're questioning whether you're an entrepreneur, you might already have your answer.

Entrepreneurs simply know—they don't see any other way. For some, like me, it took 18 years to embark on this adventure, but the call was always there.

## 2. It's All About Mindset

Entrepreneurship begins in the mind. Yes, business skills matter, but the real game-changer is your mindset.

Like an iceberg, the essence of entrepreneurship lies beneath the surface. Entrepreneurs need to be quick thinkers, versatile learners, and resilient in the face of pressure.

Like the best professional athletes, success hinges on mental preparedness, ready to meet any challenge head-on.

### 3. Stop Being The Bottleneck In Your Business

Your greatest risk? Becoming the bottleneck in your business.

This can happen when you're overly central in decision-making or lose your mental edge.

The result is always the same: you and your business become stuck..

And when you are stuck, your business is stuck.

To move forward, you must focus on your mindset and apply the right tactics to break free.



"My business has always been the vehicle that I attach myself to and that takes me places in life that I would never have been able to go to if I was working in a traditional job."

- Bryan Clayton, Co-Founder, GreenPal

**In this eBook, I unveil 8 tactics to help you thrive:**

- 1. Cultivate Grit:** Entrepreneurship is a journey
- 2. Accept Failure:** All entrepreneurs fail
- 3. Find Your Purpose:** Where can you make an impact?
- 4. Surround Yourself With People:** Success is a team effort
- 5. Think Strategy:** Remove yourself from operations
- 6. Let Go:** Readjust your role as your company scales
- 7. Prioritize Self-Care:** A healthy you means a healthy business
- 8. Master Sales:** Without sales, there's no business

Each tactic is packed with actionable tips, insights, and exercises designed to propel you forward. Let's embark on this path to not just survive, but thrive as an entrepreneur.

# Tactic 1. Cultivate Grit: Entrepreneurship Is A Journey

---

"It takes resilience, it takes dedication, it takes the ability to get exhausted and get back up again; you have to be able to hear the word no and keep getting back up again."

- [Kara Goldin, Founder, Hint Inc.](#)

Ask any entrepreneur, and they'll share a universal truth: entrepreneurship is bigger than you think—it's a lifelong journey.

Unlike a video game, there's no final level. The challenges keep evolving, each "boss" tougher than the last. This adventure doesn't just test your skills; it demands your heart, passion, and resilience.

Starting from nothing more than an idea or a dream, you build, piece by piece, a vision that's uniquely yours. Yet, the blueprint is ever-changing and the construction never ends.

With each step, you navigate through uncertainty, sometimes dismantling parts of your work to rebuild stronger foundations.

It's this cycle of creation and recreation that makes entrepreneurship exhilarating and daunting.

## **Embrace the Unknown with Humility**

Brian McMahon, an entrepreneur, investor and TEDx speaker, shares a powerful starting point: Embrace humility. Accept that the path ahead is unknown and filled with challenges. The key? Fortitude. Preparing your mindset for the hurdles ahead is crucial.

It's about cultivating a deep-seated grit.

Grit is that unwavering spirit of perseverance and passion. It's the resilience to face obstacles head-on and the determination to keep moving forward, despite the odds.

Imagine nurturing a plant. At first, progress seems slow, almost invisible. But with consistent care and patience, the plant thrives. Success, much like growth, is a testament to persistence.



“As an entrepreneur, I like to try things. I feel I miss opportunities, but you can’t do everything. It’d be great to multiply myself and try different things, but it’s impossible. Entrepreneurship is a journey; there are things you need to go through to get to some self-realizations.”

- [Alex Uspenskyj, Founder, Elai.io](#)

## The Essence of Grit

Success isn't an overnight phenomenon. Sometimes, it's a light that never seems to turn on.

But that's the beauty of the entrepreneurial spirit—it doesn't fade. Grit means rising after every fall, pushing forward with a vision that burns bright within you. It's about not letting bottlenecks define your journey but fueling your drive to succeed.

When you embody grit, obstacles become stepping stones. Bottlenecks, a reason to strive harder. Your journey as an entrepreneur is defined by this resilience. It's what turns dreams into reality, challenges into victories.

With grit, you don't just dream of success; you live it, one determined step at a time.

---

## The Tool Box: 3 Tips To Build Grit

- **Practice, practice, practice.** The most gritty people always want to improve, no matter what it takes or how good they already are. Put in the work to get a little bit better every day.
- **Cultivate hope.** You first need to believe it is possible. Go after your goals with the belief that you can improve if you work hard at them. Because you can, regardless of your age.
- **Consistency over motivation.** Mentally tough people don't have to be more courageous, more talented, or more intelligent – just more consistent. Build strong habits, be dedicated to your daily practice and stick to your schedule.

### A Day In The Life As An Entrepreneur





## Tactic 2. Accept Failure: All Entrepreneurs Fail

---

"You always read about the few that succeed, and then you forget about the thousands that actually struggle and fail, which is a natural thing in entrepreneurship. Failure is probably the norm."

– [Ola Sars, Founder, SoundTrack Your Brand](#)

In the universe of entrepreneurship, the odds of becoming a unicorn startup might seem like finding a needle in a haystack—just 3 in 5 million!

Here's an undeniable truth about entrepreneurship: You WILL fail.

Consider this: data from the World Bank Group reveals a stark reality—20% of small businesses don't survive their first year. By year two, 30% have closed their doors, and by the fifth year, half are no more.

Failure isn't just likely; it's inevitable.

### **Not The End; A Beginning**

The fear of failure is a giant shadow looming over many entrepreneurial dreams. Yet, the most inspirational stories come from those who've stumbled, fallen, and risen again.

Richard Lavina, the Founder of Taxfyle, the number one tax app in the Apple Store says, "You can do everything right and still face setbacks. It's persistence and hard work that help you break through walls."

Embracing failure doesn't mean seeking it out; **it's about allowing yourself to be imperfect, to take risks, and to learn from every misstep.**

Successful entrepreneurs aren't fearless; they're brave. They acknowledge their vulnerabilities and understand that to err is human.

## The Real Meaning of Failure—and Success

Let me offer you a perspective that challenges conventional views: success and failure are personal journeys, not societal benchmarks. What truly matters is the impact you make and the fulfillment you find in your work. If your endeavors bring positive change, then the setbacks along the way are simply part of the process.

Redefining failure and success is essential. Success isn't a one-size-fits-all concept; it's deeply personal and varies from one person to another. Similarly, failure isn't a final destination but a detour on the road to success. It's about learning, growing, and evolving.



“It is important to fail. Because if you don't ever try anything, you are never going to succeed. Also, create a culture in your business that is OK to fail as well. If you don't, either people will get risk-averse and nothing will happen, or they will try things and then they will hide if they make a mistake. It is fine to fail, it is fine to get things wrong. Just chat about it and move on.” - Sandy Lindsay, Founder, Tangerine Group

## The Virtuous Cycle of Courage and Innovation

Fear of failure is natural, but it's also a barrier to growth. When we step out of our comfort zones, when we push against the odds—that's when we truly grow. Embracing failure encourages boldness, leading to tackling bottlenecks, more innovation and learning opportunities, and, eventually, success.

Remember, every setback is a setup for a comeback. The real difference between success and perceived failure is the courage to seize opportunities and the resilience to keep moving forward, no matter the obstacles.

The journey of entrepreneurship is paved with challenges, but it's also filled with opportunities for growth and learning. Failure isn't the opposite of success; it's a step towards it.

By recognizing your bottlenecks, learning from them, and pushing forward with determination, you're not just surviving; you're thriving.



### **Exercise: The Failure Wall**

Choose a specific project or initiative and write all the things that went wrong on the way to getting things right. Then answer the following questions:

- How did you create the situations?
- What have you learned?
- What would you do differently?
- What opportunities have you created?
- What do you need to do next?

# Tactic 3. Find Your Purpose: Where Can You Make An Impact?

---

"One day I realized I did not love what we had become. We had drifted quite far from the success we used to have. I could sell the company, shut it down, or take it back to our founding principles and make it what it had intended to be in the first place. I chose the third option. Doing so forced the question, how do I go about doing that? I knew I had to start with myself if consciousness comes from the top." - [Jay Bousada, Founder, Thrillworks](#)

The true essence of entrepreneurship lies in its potential to drive significant change, offering a unique platform to challenge the status quo and influence societal norms.

## **Purpose as the Antidote to Bottlenecks**

When entrepreneurs align their ventures with a deep-seated purpose, they transcend typical business bottlenecks. A purpose-driven approach ensures that every decision, from solving critical problems to how employees and clients are treated, contributes to a broader vision. Consider Patagonia's commitment to environmental conservation, a stellar example of purpose transcending profit, ensuring long-term resilience and impact.

Entrepreneurs with a clear sense of purpose—whether it's defined as Ikigai, a 'why,' or a mission—navigate through entrepreneurial challenges with unwavering focus.

This clarity acts as a compass, guiding decisions, fostering innovation, and aligning teams under a unified vision, effectively breaking through the bottlenecks of indecision, misalignment, and superficial goals.

## Discovering Your Purpose

Your unique purpose emerges from a blend of passion, authenticity, and innate strengths. It's about embracing what naturally drives you and leveraging these motivations to shape your business. When your venture becomes a reflection of your purpose, it not only attracts like-minded individuals—employees and clients alike—but also serves as a powerful tool for societal impact.



"Life just makes sense, everything makes sense [...] You end up attracting the right people because the clarity helps you with the message. The more clear you are within, the more clear you will be outside."

- [Laxmi Gandhi, Founder, OperaScale](#)

## Communicating Your Purpose

Articulating your purpose is as crucial as discovering it. It's about making your vision resonate with every stakeholder, turning your business into a beacon for change. This alignment creates a strong foundation, helping you to navigate and overcome bottlenecks by ensuring every aspect of your business—from product development to client engagement—reflects your core mission.

## A Personal Reflection

My journey to becoming an entrepreneur coach was driven by an intrinsic desire to empower people, to witness the moment an entrepreneur transcends challenges to find clarity and success.

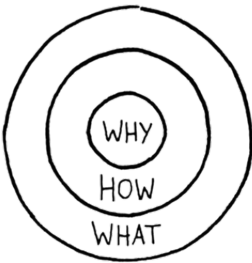
This purpose has not only been my greatest motivator but also my most rewarding achievement, far surpassing the financial rewards.

## In Conclusion: Purpose Drives Progress

Embracing your purpose is about more than finding direction; it's about breaking free from the constraints that hold you and your business back. When purpose, people, and product align, the potential for impact is boundless, propelling you past the common entrepreneur bottlenecks towards a future of meaningful success.

---

### Exercise: The Golden Circle



Source: *Start With Why*,  
Simon Sinek

#### **Why - The Purpose**

What is your cause? What do you believe?

My example: I believe in empowering people so they thrive

#### **How - The Process**

Specifications taken to realize the *Why*.

My example: I get people unstuck when they become the bottleneck

#### **What - The Result**

What do you do? The results of *Why*. Proof.

My example: I provide coaching services

To go further: [Find Your Purpose \(video\)](#)

# Tactic 4. Surround Yourself With People: Success is a Team Effort

---

"My single greatest learning up to this day is surrounding yourself with the right people. As Mark Lembarti said, 'nothing defines a culture as much as you fire, hire, and promote.' As we get bigger, we often end up with more than we can do, so for every strategy decision, we always ask ourselves 2 questions: 1. Is it going to be someone's day job? 2 Are we going to fund it?"  
- [Orrin Klopper, co-Founder & CEO, Netsurit](#)

Entrepreneurship can feel lonely, but remember: you're never truly alone on this journey. Success hinges not just on individual effort but on the collective strength of the people around you.

## Embrace Collaboration Over Isolation

The foundation of any thriving business is its people—both within and beyond the organization. This includes employees, clients, suppliers, advisors, and all stakeholders. The key is to create a resilient network, one that stands strong even when technology falters.

## Diversify Your Team

Avoid the temptation to recruit mini versions of yourself. While it might seem appealing to surround yourself with similar mindsets, this approach amplifies not only your strengths but also your weaknesses.

Aim instead to assemble a diverse team, prioritizing passion, attitude, values alignment, and skill. Each team member should complement your abilities, excelling where you may not.

## Empowerment and Delegation

Once you've built your team, share your vision and strategy clearly. Trust them, empower them with responsibility, and hold them accountable.

A frequent bottleneck for entrepreneurs is the hesitation to delegate decision-making. Overcoming this bottleneck means letting go, allowing your team to thrive in their roles (more on that in Tactic 6).



"If you're feeling overwhelmed, it probably means you didn't help other people enough to be able to do their job. It means you're wearing too many hats. You can fit so many hats on your head before you can't get through the doorway. You're so much better at having someone who is even as 98% capable as you are, in a position that gets 100% of their attention, whereas you're giving 3.5% of your attention to 50 different things."

- Jeremy R. Slate, Founder, Command Your Brand

## Seek External Insight

In addition, recognize when internal resources are stretched thin and external expertise is needed. It's a sign of strength, not weakness, to seek advice and perspectives from outside your organization.

External advisors can offer fresh insights, share experiences, and provide actionable advice to navigate challenges you're facing.

Learning from those who've walked this path before or who possess specialized knowledge can save you invaluable time and effort. There's no glory in going it alone or reinventing the wheel when a collective approach can pave a smoother path to success.



Isolation can be a significant bottleneck in the entrepreneurial journey. Surround yourself with a supportive network that shares the burden and multiplies the joys of entrepreneurship.

By building a strong team and embracing external collaboration, you'll not only accelerate your progress but also enhance your motivation and capacity to achieve great things.

---

### **The Tool Box: First Who, Then What**

- First, determine who you need (what do people working for us look like?), then figure out what they will do. Having the right people is more about having the right soft skills.
- When in doubt, do not hire. Take as much time as you need to find the right person.
- When you know you need to make a people change, act. First, make sure you don't simply have someone in the wrong seat.
- If you have the right people, they will be self-motivated. The right question to ask yourself is: how not to demotivate them?

*Source: From Good To Great, Jim Collins*

# Tactic 5. Think Strategy: Remove Yourself From Operations

---

"It's hugely important to step back, take a quick 6,000 feet look down at what you are trying to achieve, and are you moving in the right direction? We always think, are we moving the needles in the right direction? So having that strategic thinking will be the baseline of what you execute on." - [Ben Camara, Founder, KLIQ](#)

Entrepreneurs thrive on excitement and challenges.

There are so many things to think about, do and learn that it is very easy to be sucked into the day-to-day operational tasks.

Yet, addressing every issue personally can divert your focus from essential strategic oversight.

Consider this: every moment spent troubleshooting technical glitches or dissecting social media performance is a moment not spent envisioning the future of your business.

While understanding the intricacies of your operations is valuable, being mired in them can obscure the bigger picture.

## **The Dual Priorities of Leadership**

Your foremost responsibilities are ensuring financial health and crafting a clear, compelling direction for your company. Just as driving blindfolded invites disaster, steering your business without a strategy is a perilous endeavor.

The absence of strategic direction is akin to navigating unknown waters without a compass.

## Crafting Your Road Map

A robust strategy serves as your enterprise's compass, guiding you towards long-term objectives while remaining adaptable to the shifting business landscape.

**Dedicate time to strategic reflection and planning**, setting a course that aligns with your purpose and goals.

It will force you to transition from working in your business to working on it. This shift not only frees you from the day-to-day operational vortex but also empowers you to focus on growth, innovation, and the 'big picture.'



"As an entrepreneur, as a business, it's about what are my goals? What is my objective? What are the activities that I'm going to undertake to serve these objectives? And what are my KPIs? From what moment can I say that I'm succeeding at what I am trying to do and what I'm trying to undertake?"

– [Adrienne Ravez, Web3 Entrepreneur](#)

## Strategy as a Bottleneck Breaker

Once you have crafted your strategy, you must communicate it clearly to your team, ensuring everyone is aligned and motivated to bring it to life.

When your team embraces and owns the strategy, it not only accelerates its execution but also distributes the leadership burden, lightening your load.

Many entrepreneurs find themselves trapped in operational bottlenecks, losing sight of the path forward. By elevating your focus to strategy and entrusting your team with executing it, you clear the way for sustainable growth and success.

Remember, the strength of your business lies not just in the work done today but in the vision you set for tomorrow.

---

## The Tool Box: The 5 Elements of an Efficient Business Strategy

1

### Purpose

Why does your business exist? What impact do you want to make? Go back to Tactic 3.

2

### Values

What does your brand stand for? What are your uncompromising principles?

3

### Objectives

Where do you want to go, and by when?

4

### Execution

How will you get there?

5

### Evaluation

What quantitative and qualitative indicators will you use to measure success?

# Tactic 6. Let Go:

## Readjust Your Role As Your Company Scales

---

"I call that the entrepreneur dilemma. Back in 2010, I was sitting at my desk, I had a thousand unopen emails. We launched the company about a year ago, we were on a high growth trajectory, and I wanted to jump out of the window. It was only because I was the problem. I thought I had to do everything. But how can you do recruiting, HR, sales, marketing, legal, customer service, and all other aspects? You can't!" – Mark Lachance, Founder, Maxy Media Inc.

An entrepreneur will navigate through several phases. I see 5 of them:

1. **Pre-launch:** The wondering phase.
2. **Start:** The DIY hustle.
3. **Growth:** Balancing control and delegation.
4. **Maturity:** Building an organization that gets things done.
5. **Exit:** Passing the baton.

Success means growing through these stages, each demanding a shift in your role. Initially, your direct involvement in all aspects is necessary, but as your business matures, stepping back becomes essential for sustainable expansion.

### Embrace Delegation for Growth

Go back to Tactic 4. The journey from doing everything yourself to trusting others to build alongside you is pivotal.

Holding onto every task not only limits your business's potential but positions you as a bottleneck, stifling growth and innovation.

Mark's experience reflects a common truth: excessive control hampers scalability and leadership development within your organization. It's the perfect example of being the bottleneck.

## The Challenge of Letting Go

It's natural to guard your business closely, especially when you liken it to nurturing a "baby." Yet, the reluctance to delegate can adversely affect both personal well-being and company progress.

Consider the story of a client deeply involved in customer projects, fearing a loss in quality standards. Through reflection and planning, we found ways for him to let go so he could maintain, even enhance, service quality while allowing to focus more on strategic oversight.



"If I just think something out loud, I can disrupt the entire organization. I have a solid leadership team but if I'm sitting in the middle of the room, and I say something that's counter to them, suddenly I can throw everything they've been pushing for out of the window. I need to recognize that and understand my boundaries - where I am essential, where I do not need to be - and let go of control, let them drive the day-to-day." - Nancy Lyons, founder, Clockwork

## A Shift Towards Strategy

Letting go doesn't mean abdicating responsibility; **it's about elevating your role to a more strategic level.** It involves building and trusting your team to manage day-to-day operations, allowing you to concentrate on future planning and business development.

The transition to a strategy-focused role isn't just beneficial; it's necessary for scaling. It requires trust in your team and processes you've established, ensuring that as the business grows, you're not the bottleneck but the visionary leading the way.

You should read Tactic 5 again.

In summary, the transition from a hands-on entrepreneur to a strategic leader is not just beneficial but essential for the scalability and sustainability of your business.

As your venture progresses through its lifecycle, your role must evolve to address new challenges and seize opportunities. Maintaining a level of direct control will make you the bottleneck, stifling growth and limiting your team's potential.

So, your ultimate goal is to ensure that as the business scales, you are guiding its trajectory with a clear, strategic mindset, rather than being overwhelmed by the minutiae of operations.

---

### **The Tool Box: How To Properly Delegate As You Scale**

- List down all your tasks, and weight them in % of total time
- For each task, ask yourself:
  - a. Is this a task that is so critical I'm the only one who can do it?
  - b. Is this a task someone else can do?
- Find the best person for the task (someone who can do it better than you). If you don't have anybody, maybe it is time to recruit someone
- Explain why you delegate, clearly communicate your expectations, empower with decision-making, and let them do
- Regularly follow through; offer guidance and support

# Tactic 7. Take Care of Yourself: A Healthy You Means a Healthy Business

---

"Entrepreneurs forget to enjoy themselves. It doesn't mean going away for 2 weeks on a holiday, but we need to be able to take an hour out, and spend some time with the kids, go for a walk, and take a break from the business"

- [Derrick McManus, Human Durability Expert](#)

How can you take care of your people, and your business if you don't take care of yourself first?

The entrepreneurial journey is a marathon, not a sprint. Constantly pushing without breaks leads to burnout, a state where decision-making, creativity, and energy plummet—precisely what you need to avoid: becoming the bottleneck in your business.

## The Excuse Trap

"I'm too busy," "Just one more task,"—sound familiar? These excuses pave the path to exhaustion. But ask yourself: How effective can you be if you're on the brink of exhaustion?

A guest on my podcast shared a stark reality: he was so burnt out, he considered giving away his life's work. It's a cautionary tale of neglecting one's health to the point of risking everything.

It took him two years to recover, learning the hard way that self-care isn't optional; it's essential.



## Adopt an Athlete's Regimen

Think of entrepreneurship as the ultimate endurance race, akin to professional athletics. Peak performance isn't about pushing through exhaustion; it's about balanced preparation, including mental and physical rest.

You don't have to be a gym enthusiast. Find what physical activity resonates with you and integrate it into your routine. Use it as a tool to disconnect from work and alleviate the pressures of entrepreneurship.

Moreover, nourishing relationships, maintaining a balanced diet, practicing relaxation techniques, and ensuring adequate sleep are pillars of a holistic self-care approach.



"The key to enduring as an entrepreneur is consistency, not intensity. Focus on small, consistent habits you can repeat over time, like sleep that yield massive returns on investment.."

- Dr Erik Korem, Founder, Aim7

## The Path to Change

Immediate transformation is unrealistic; what counts is steady, disciplined progress. Embrace self-care with the same fervor you apply to your business. It's this consistency that will catalyze profound shifts in your health and, by extension, the health of your business.

**Taking care of yourself isn't just about personal health; it's a strategic business decision.** By prioritizing your well-being, you ensure that you're operating at your best, ready to lead your business forward without becoming its bottleneck. Let self-care be the foundation upon which your entrepreneurial success is built.

---

## Test: Body Oxygen Level Test (BOLT)

1. Take a normal, silent breath in through your nose
2. Allow a normal, silent breath out through your nose
3. Hold your nose with your fingers to prevent air from entering your lungs
4. Count the number of seconds until you feel the first definite desire to breathe, or the first stresses of your body urging you to breathe (it is NOT a measurement of how long you can hold your breath but simply the time it takes for your body to react to a lack of air)

### Score:

- <10: Your everyday breathing is noisy, irregular, and labored. You sigh or yawn a lot and sleep is disrupted, leaving you fatigued
- 10-20: Your breathing may be compromised by a blocked nose, wheezing, or coughing. Your sleep is disrupted. Your energy and concentration are poor.
- 20-30: Your breathing is quiet, calm, and effortless.

# Tactic 8. Become A Sales Master: Without Sales, There's No Business

---

"Deeply listen. Listen to yourself, not your overthinking mind, but to that wise part of yourself. It will give you the perspective you need. And listen to what the market says. You're developing a product or a service that is there to help somebody, so listen. Too often, we're busy talking at or pushing things, we're not really listening, and as a result, we're unable to respond to what's happening out there"

- Georgina Halabi, Certified Performance Coach

You could have the best product or service in the world, but if you don't sell it, you have zero business.

Entrepreneurs, it's time to enhance your sales approach. In today's digital landscape, the temptation to rely solely on technology for sales interactions is strong. Yet, at the heart of every transaction is a human connection.

## Humanize Your Sales Process

Remember, technology serves as a growth catalyst, but the essence of selling is inherently human. It's about creating a genuine connection with the person on the other side of the screen.

This understanding shifts selling from a transaction **to a person-to-person interaction**, a concept crucial for breaking through the fear of selling bottleneck.

## It's Time to Shift Your Mindset

Successful selling isn't about convincing customers of your product's greatness without considering their needs. Such an approach often leads to a price war—a race to the bottom you can't win.

Instead, you need to change your approach so you can run a race to the top.



"In one sense, it's of course the active exchanging of goods or services for another item of value, money. But it's also the art of communicating. Anyone who communicates for a living is selling. So if you're communicating an idea and getting someone to accept it, you're selling."

- [Christopher Croner, Principal, SalesDrive LLC](#)

You must understand the three pillars of effective selling:

### **1) Selling is a conversation**

Engage in meaningful conversations. Ask questions, listen actively, and show genuine interest. Not every interaction will result in a sale, but each conversation builds a relationship, laying the groundwork for future opportunities.

### **2) Selling is always about your customers; never about you**

Selling is about meeting your customers' needs, not showcasing your product. Think from your customers' perspective—people buy solutions to their problems, not products. They seek connections that make them feel understood and valued.

### **3) Selling never stops**

Closing a sale isn't the end; it's a step in an ongoing journey. Sales is a continuous cycle, necessitating constant engagement with your pipeline.

As you deliver and execute, always look ahead to the next opportunity. This mindset ensures a steady flow of business and reinforces the importance of nurturing relationships with existing customers.

## **Selling as a Strategic Priority**

Mastering sales is about more than just transactions; it's about building relationships, understanding needs, and maintaining engagement.

As your business scales, it's easy to become removed from the sales process, but staying engaged with your customers—through regular conversations and understanding their evolving needs—prevents bottlenecks in your sales pipeline and ensures your business remains aligned with market demands.

---

### **Exercise: From Features to Benefits – The Customer Connection**

**Objective:** Customers buy benefits, not features. Shift focus from your product's features to the benefits they offer customers, fostering an emotional connection.

#### **Steps:**

1. **List Features:** Note down key features of your product or service (price, size, shape, etc.).
2. **Identify Benefits:** For each feature, ask, "How does this benefit my customer?" focusing on the positive impact.
3. **Create Benefit Statements:** Turn impacts into concise statements. Instead of "Our app uses advanced encryption," say, "Enjoy peace of mind with top-tier security."
4. **Add Emotion:** Infuse each statement with how the benefit makes the customer feel, enhancing the emotional connection.
5. **Seek Feedback:** Share these statements with others for input on which benefits resonate most.

# What's Next?

---

"Trust your instincts. As human beings, we can understand so much about the context and infer so much about different conversations; that's what gives us the conviction we have as entrepreneurs. You'll need it to overcome so many challenges, hurdles, and negatives that will be thrown at you as you scale the business."

- [Liam Patterson, Founder, Bidnamic](#)

Entrepreneurship attracts individuals from all walks of life—some are born into it, while others discover it as an escape from the corporate world, seeking freedom and autonomy. Yet, all entrepreneurs are hooked.

Entrepreneurship is a calling. At their core, successful entrepreneurs understand the following two things:

1. **Mindset Over Skill:** Above all, they understand that their mindset is their greatest asset. It's not just about business acumen but about cultivating resilience, adaptability, and a vision that navigates through challenges. Investing in personal growth and a positive mental game is crucial.
2. **Navigating Bottlenecks:** Awareness of potential bottlenecks and actively implementing tactics to avoid or overcome them is crucial. Successful entrepreneurs understand avoiding stagnation means continuously evolving and adapting their approach.

As you move forward, remember that entrepreneurship is a dynamic, evolving adventure. Stay curious, embrace challenges, and continue to invest in your personal and professional growth. The path ahead is yours to shape.

# The Bottleneck Coach: Empowering Entrepreneurs to Thrive

---



"Laurent has been my Business Coach for the past months and I have made the most radical and best business decisions following his mentorship. He's simultaneously a brilliant business mind and a great person." – [Tommi Rissanen](#), Founder, Business Hacker

## The biggest risk your business will ever face is YOU!

Many people will tell you it's cash flow or unsuccessful marketing tactics. But it's not.

Why? Because as the entrepreneur, YOU are the heart of your company, its engine. And when you get stuck, so does your business. It happens when you become the bottleneck in your business. And from this position, no matter how hard you try, you won't be able to thrive.

Here are some symptoms:

- You're engulfed in tasks without making tangible progress
- You're lost in operational details, overlooking the strategic vision
- You're sacrificing personal well-being and social time for work
- You're constantly putting out fires instead of focusing on growth
- You're feeling disconnected from your customers and staff
- You are giving more credit to the critical voice in your head with a growing fear that you'll be caught out for not knowing enough
- You are feeling lost and isolated

You can be a bottleneck in many ways, but the price you pay is always the same: you're stuck, and the outcomes can be detrimental.

As the Bottleneck Coach, I partner with entrepreneurs eager to thrive. Using effective questioning techniques, I help you step back and shift your perspective.

The myth that entrepreneurs must go it alone is pervasive yet unfounded. True progress requires the right mindset, actionable tactics, and sometimes, a guiding hand.

**My aim? To equip you with the insights and tools to navigate past bottlenecks, unlock the full potential of your venture, and thrive.**

If you're ready to move forward and scale, let's initiate the conversation. Schedule your **IMPACT ASSESSMENT Call** with me now.



""Laurent is like my human ChatGPT. I give him my ideas and he turns it into logic."

- Darren McStay, Voice & Performance Coach

If you're not ready, you can take your first step and complete the ***Bottleneck Index*** to discover the potential bottlenecks hindering your entrepreneurial journey.

It's free, fast, and the insights you'll gain are invaluable. Don't leave your success to chance. Assess, understand, and act now. Take the *Bottleneck Index*.



# About Me

---



I am a French national who left France at 23, spent 20 years in South-East Asia, before relocating to Finland in the summer of 2019.

My professional background is in market research and advertising, where I ran small businesses of up to 150 people across 3 countries.

I've always worked for entrepreneurs myself before starting my own entrepreneurship journey.

I've always cared more about others than about myself. I've developed a passion for coaching, mentoring, advising and training people throughout the years. Combined with my entrepreneurial mindset, becoming a coach to entrepreneurs just made sense.

Today, leveraging my wealth of experience and expertise, I specialize in freeing entrepreneurs trapped by their own bottlenecks so they can thrive.

---

## My Uncompromising Principles

- **Practical and realistic:** Receive first-hand no-fluff business experience
- **Results-orientated:** Stop moving and get things done
- **High business ethics:** Become accountable for yourself
- **Continuous learner:** Discover new entrepreneurial tools

---

**Stop being the bottleneck in  
your business!**

**Follow me:**



LAURENT NOTIN

THE BOTTLENECK COACH

[www.laurentnotin.com](http://www.laurentnotin.com)

---