

A professional woman with long dark hair and glasses is smiling at the camera. She is sitting at a desk in an office setting, wearing a light-colored ribbed sweater. On the desk in front of her is an open laptop, a small potted plant, and a smartphone. The background shows a bookshelf and some framed pictures on the wall.

The Entrepreneur Mindset: 7 Tactics To Avoid Being The Bottleneck In Your Business

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 emphasise 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's 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

Preface

“I have always known that I would be an entrepreneur.”

- Klara Grintal, Founder, Branderz, Cambodia, ep.1

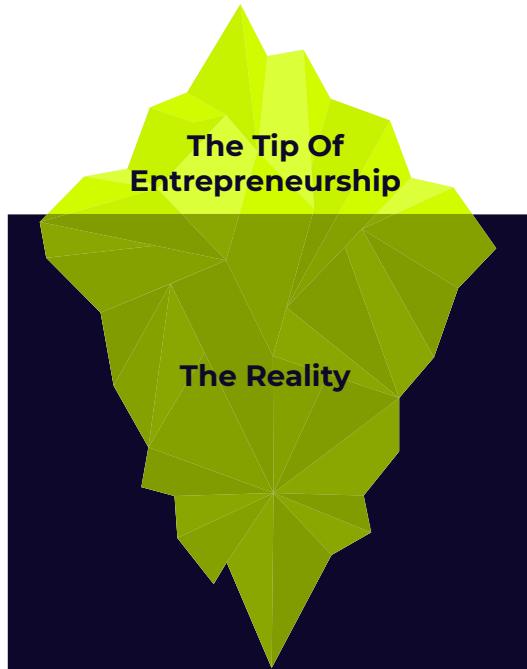
If you have to ask yourself the question “Am I an entrepreneur?”, chances are you’re not.

Entrepreneurship is a calling. It’s not for everyone, and that’s fine.

Also, it may take longer for you to realize you have it in you. That’s fine too. It took me 18 years.

If you have it in you, being an entrepreneur is both the most exciting and the most demanding job I know.

Entrepreneurship is like a giant iceberg. We only see the tip of it, and we don’t realize how deep it goes until we give it a thorough look.



“My entrepreneurship journey is just my journey.”

- Berta Lazaro, co-Founder, TeamLabs, Spain, ep. 19

“Entrepreneurship was always within me.”

- Danielle Titchner, Founder, W-Source, Israel, ep. 43

Entrepreneurs get to wear many hats, acquire many skills, and make many decisions – fast. All whilst under extreme pressure to deliver quality work to their clients, take care of their employees, and maintain a healthy cash flow.

That’s why, if you have it in you, entrepreneurship requires the right mindset.

No entrepreneurs set themselves up to fail.

No entrepreneurs believe they can’t do it.

However, it happens more often than we’d like to think.

Why?

Usually, it’s because company’s founders lock themselves into situations they can’t get out of.

They know something’s wrong - perhaps they’ve seen some signs or people have warned them - but for some reason, they don’t act.

Call it ego, fear, or lack of accountability... it doesn’t matter.

Because of their inaction, their company doesn't move forward either.

The consequences can be devastating. The bigger the company, the bigger the impact (think Nokia or Kodak).

That's what I call becoming the main bottleneck in your business, and it's the biggest risk you face.

There are many different ways in which you can be a bottleneck, but the price you pay is always the same: you're stuck.

When you're stuck, your business is stuck.

In this eBook, I share 7 tactics to avoid being the bottleneck in your business.

It's all about developing the entrepreneur mindset.

Tactic 1.

Cultivate grit: entrepreneurship is a journey

Tactic 2.

Accept failure: all entrepreneurs fail

Tactic 3.

Find your purpose: where can you make an impact?

Tactic 4.

Surround yourself with people: you can't make it by yourself

Tactic 5.

Become a sales master: zero sales, zero business

Tactic 6.

Let go: readjust your role as the company scales

Tactic 7.

Take care of yourself: your business deserves it

“It’s going to be messy, sometimes you’re going to cry. I know I did. But it’s worth it. And that’s what is fulfilling about doing something that really challenges you personally. It’s the most competitive activity that you can ever engage in.

- Steve Brown, Founder, ROI Online, USA, ep. 15

Tactic 1.

Cultivate Grit - Entrepreneurship Is A Journey

“It’s not like a game where you get to level 10 and it’s over. It’s a life game, a mental thing, forever.”

- Ilya Brotzky, Founder, VanHack, Canada, ep. 44

Every entrepreneur will tell you that entrepreneurship is a journey.

You usually begin from scratch with something that you’re passionate about but doesn’t exist, and patiently build it up piece by piece.

But the construction never ends. There’s always a new piece to add.

To make it more complicated, you have somewhat of a plan in mind, but there are no proper guidelines to execute it. So, you have to figure out which piece is going where, how to place it when as you walk the journey.

It’s a slow process, full of uncertainty.

Sometimes, you must destroy part of the construction and re-build. Sometimes, you must entirely give up and do something else.

That’s why being an entrepreneur is so addictive and difficult at the same time.

So how can you make it?

Brian McMahon, Founder, Expert Dojo, USA, ep. 28 suggests the following:

“Start from a place of humility. You know nothing. You have no clue. You have to start with the main criteria of your journey that everything possible will go wrong. The first thing you need to sort out is your fortitude. You have to make sure that your mindset is in a place where you’re ready.”

In other words, cultivate grit.

“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 & CEO, Hint Inc. Ep. 76.

Individuals with grit demonstrate passion and perseverance toward a goal despite being confronted by significant obstacles and distractions.

Doesn’t it sound like your job?

Imagine watering a plant. First you don’t see too much progress, but if you persist, if you continue to do it properly, feed it, take proper measures to make sure it’s growing strong, eventually the plant will blossom, and you will yield results.

Success doesn’t happen overnight; sometimes it never happens.

“You have to be very, very, very patient. These things take so much than what you think.”

- Nicholas Henrichsen, Founder, WitchClutch, USA,
ep. 30

Here's something for you to consider.
Since it never ends, entrepreneurship isn't
a race.

So, why don't you slow down a little, and
enjoy the view along the way?

Don't worry, that opportunity, the one
you're afraid of missing out, will still be
there tomorrow. Nothing will happen if
you don't reply to that email now.

On the contrary, it may well make you a
more solid entrepreneur.

Exercise:

3 Powerful Questions To Build Grit

1. What do you want to create?

2. How will you know you have
achieved it?

3. On a scale, 0-100%, how committed are
you to overcome whatever obstacles
will get in your way?

“Enjoy the journey, not the destination. The
journey is much longer, the journey is much
bigger, it's much more important, it's every day.
A lot of entrepreneurs are so focused on got to
get to there, got to get to that peak, when you
get to that peak, you naturally looking at the next
peak. Sometimes, you don't actually stop and
look at the view.”

- Paul Baker, Founder, St Pierre Groupe, UK, ep. 46

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, Sweden, ep. 55

If entrepreneurship is a journey full of uncertainty, there's one thing that's certain: Failure.

You will fail. 100% guaranteed. If you think you won't, maybe it's time to check your ego.

The problem is that no schools teach you about failure. It's taboo.

You shouldn't want to fail, but you need to recognize that there's the possibility of a lot of failures during your entrepreneurship journey, even when you're good at what you do.

In fact, failure is one of the words my guests mention the most often, together with persistence or resilience.

“You can do everything correct and still fail. That's a constant challenge. Persistency and having a hard work ethics help go through those. Because you're going to hit these walls and you got to continue going.”

- Richard Lavina, Founder, TaxFyle, USA, ep. 63

Successful entrepreneurs understand that failure is part of the game.

Not only do they accept it, but they give themselves permission to fail because they know humans make mistakes.

They have the courage to admit things sometimes aren't going well and they don't pretend to be stronger than they think they are.

“One of the most powerful obstacles to giving yourself permission to fail is shame. And the best way to have it lose power of you is to go public.

Once it's not a secret, it can't hold you, the shame is gone.”

- Kahsmira Mody, Founder of Learning Essence, India, ep. 33

Successful entrepreneurs see failure as opportunities to learn and strengthen their businesses. Nurturing such an attitude about failure encourages them to be bold and try new things.

Having said that, being afraid of failing is a natural emotion. It's not easy to accept.

Remember: you grow when you struggle, you grow when you fight, you grow when you get out of your comfort zone.

If there's a will, there's a way. And entrepreneurs are great at finding opportunities.

The difference between perceived success and failure is whether you take these opportunities or not.

You won't be able to finish everything you started. That's fine, at least you've tried. If it didn't work, move on.

"It is important to fail. Because if you don't ever try anything, you're 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 adverse and nothing will happen, or they'll try things and then they'll hide if they make a mistake. It's fine to fail, it's fine to get things wrong. Just chat about it and move on."

- Sandy Lindsay, Founder, Tangerine Group, UK, ep. 70

One last thing to conclude on this topic. Have you ever asked yourself: what is failure, really?

"Who determines when I fail? How can I fail if I always get up? There will be bumps but if you're doing something that gives you a good feeling, something that makes an impact, who cares if there're some setbacks, who cares if there's failure?"

- Anna Juusela, Founder, We Encourage, Finland, ep. 24

Exercise:

3 Powerful Questions To Deal With Failure

1. What are you the most afraid of?

2. How did you end up in there?

3. What's the one thing you need to change to take the 1st step out of it?

Tactic 3.

Find Your Purpose – Where Can You Make An Impact?

“It’s a gift to find what really moves you, what keeps you awake, connected and present. I’m truly grateful to have this purpose in life.”

- Dina Bunchbinder Auron, Founder, Education For Sharing, USA, ep. 74

Entrepreneurs are driven by impact.

They usually dream so big, to the point they want to change the world.

By becoming an entrepreneur, they’re in charge. It gives them control on how much impact they can make. They can influence how things are done; they can challenge the status quo.

“There’s an impact and kind of legacy that we’re leaving as entrepreneurs. And that’s a reason why people get into entrepreneurship [...] As a company we can contribute more than we can as an individual.”

- Eli Liby, co-Founder, Results Imagery, USA, ep. 42

There are many ways to make an impact: opening a social enterprise, focusing on a good cause, solving a painful problem for people as well as treating employees, clients and suppliers correctly.

It always begins with finding a sense of purpose, or a “why”, as Simon Sinek would say.

Entrepreneurs who make a difference have found a reason for living (hint: it’s not money). They know why they wake up every morning, they understand their place on earth and in this life.

So, they align their company with their sense of purpose, their “why”. It often revolves around helping others.

“The why is very important. Because it’s very easy when things get really tough to just go back and get a job, and stop what you’re doing. The question is why are you doing this? Why does this make you get up in the morning? For me the why is helping others, it really is. [...] If I stop doing what I’m doing then I’m letting down my dream”

- Sarah Selhi, Founder, SpaceiShare, Canada, ep. 47

“For us, it was really important to do something that we can’t only earn money with, but at the same time, do something good, help people somehow. What I’m doing right now feels goddamn right.”

- Oliver Weiss, co-Founder, Mecasa, Germany, ep. 36

Your purpose - that one thing you're meant to do - comes from a place of passion and authenticity.

Think about what makes you, you. Follow your natural gifts, values and principles.

You need to understand your inner motivations as well as your core strengths and use them to shape your business.

“The worst thing that can happen as the CEO of your company is that you lie to yourself. If you lie to yourself for too long, you lose your authenticity, your voice, your purpose. You also lose the ability to make fact-based decisions. Authenticity has a lot to do with being connected with that vision you have and your motivations.”

- Andries de Vos, Founder, Slash, Singapore, ep. 34

Once you've found them, your company becomes a tool to convey it through the services or products you sell.

Easier said than done, but trust me, it's very powerful.

“We got in a position where we can say no to businesses. We are an ethical agency. An agency that really wants to make social media a positive place. It's less about just selling a pair of sneakers, and more about working with organizations that do some good.”

- Rob Illidge, Founder, Social Republic, UK, ep. 65

When your “why” and your product all come together, you will create real impact. It will drive your business, help you design your offer, dictate who your ideal clients are, provide you with sharp focus, and gather all your people under the same banner.

“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'll be outside.”

- Laxmi Gandhi, Founder, OperaScale, USA, ep. 45

Exercise: **Powerful Questions To Find Your Purpose**

1. What changes do you seek to make in the world?

2. What are your uncompromising principles?

3. How aligned is your company to your values?

Tactic 4.

Surround Yourself With People - You Can't Make It By Yourself

"Finding the right people, that's the trick. Always make sure that the door is open to people who're going to be good for your team. Don't necessarily try to find job titles for specific work."

- David Cole, Founder, Ateliers Cole, UK, ep. 14

Despite how you may feel sometimes, let me tell you: Entrepreneurs, you're not alone!

You won't succeed without the help of others.

Others include people within your organization, like your employees, as well as people outside your organization such as your clients, suppliers, advisors and any other stakeholders.

My key message is simple: Surround yourself with people, because they're more resilient than technology.

When technology breaks down, you need people to fix it.

"What I like to see is people with different experiences coming into an organization to contribute to the greater good. Bringing different perspectives, different experiences, different view points. That's what gonna start conversations, that's what gonna have a healthy debate within a company. [...] If everybody comes from the same place, what value-add does that bring to the conversation internally?"

- Adam Posner, Founder, NHP Talent Group, USA, ep. 32

Internally, take as much time as you need to hire the best for your business. Not necessarily the most gifted, but people who combine passion, the right attitude and a good dose of technical skills together.

One piece of advice, though: don't recruit people who are built based on your profile. It's tempting to find clones of yourself, but by doing that, you'd multiply your strengths as well as your weaknesses.

Instead, remember there's only one you, and that's you. Hire people who complete you, who excel at what you're weak at.

Once you've recruited the best people for your business, explain your "why" and your strategy to execute it, show them trust, empower them with responsibilities, make them accountable for their decisions, then let them do what they came to do.

"The more I empower our team the easier my job becomes. Because they can handle more things without having to get my permission, and they're going to do it very well because they will think about the benefits for the company. I don't have to make any decision."

- Eric Fankhauser, co-Founder, Swiss Auto Glass, Switzerland, ep. 12

“My task is to bring other people up. It’s the very powerful thing to know about yourself. Once I realized that leadership is to make sure that I have super clever people around me, and I just need to make them bloom, you really become a coach in the organization.”

- Sofia Pohls, co-Founder, Finders Seekers, Finland,
ep. 52

“Team building is one of the most important things that you can do. Surround yourself with people who are super competent but also passionate and committed to your mission and what you’re reaching and aspiring to do”

- Ilana Milkes, Founder, World Tech Inc., Colombia,
ep. 56

similar issues you’re facing right now, and therefore can provide you with some practical tips on how to tackle them. Sometimes, there’s no need to re-invent the wheel.

Learn from those who’ve been there before you or who are experts in their field.

You will save a lot of time, achieve more and boost your motivation level.

“You need to be very humble and ask for advice. That’s probably the best thing you can do for your business. Don’t pretend to know everything. Allow people to tell you the mistakes they made so you do not make the same ones.”

- Celia Boyd, Founder, SHE Investments, Cambodia,
ep. 2

As you can see, this chapter includes many quotes because all my guests stress the importance people play in building a successful company.

Here’s another recommendation for you:

Know when your experience is no longer enough, when you need people from outside your organization to help you and bring them on board.

Accepting external help is not necessarily easy. So, learn to be humble about the fact that you need advice, that you require the help of others.

People outside your organization (other entrepreneurs, mentors, coaches, business leaders, etc.) are very valuable because they bring a different perspective on your situation.

In addition, they may have dealt with

Exercise:

3 Powerful Questions To Surround Yourself With The Right People

1. Do you have the right people?

2. Are these people doing the right things?

3. How frequently do you reach to mentors or coaches?

“It’s absolutely crucial that you have a motivated, capable, personable, cuddly group of people taking care of your customers.

Ultimately, you need good people to develop the next line of product, you need good people to service, and represent the products you have, so if you don’t get that piece right, I don’t think you’re ever gonna have a great company.”

- Jeff Morrill, co-Founder, Planet Subaru, ep. 59

Tactic 5.

Become A Sales Master - Zero Sales, Zero Business

“Unless the sales happen, nothing happens. Without clients, without revenue, you’re out of business.”

- Dom Einhorn, Founder, UniQorn Incubator-Accelerator, France, ep. 50

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

Entrepreneurs, I'm afraid you need to level up your sales game. It comes with the job.

“Be prepared to sell. So many people are like me, they don't like the idea of selling, they don't like the process of selling, they don't like living the comfort zone and asking people to try or buy something. If you want to be a successful entrepreneur, you have to be able to sell.”

- Matt Franklin, Founder, Bottle Rocket Labs, USA, ep. 71

In our digital era, things become more and more automated and as result, we develop a tendency to hide behind algorithms, automatic messages and other chatbots.

No doubt technology is an accelerator of growth. However, I'd like to remind you of the following:

There's always another human being clicking on the Buy button on the other side of the screen. After all, someone must record the payment card details into the system.

Having said that, I hear many entrepreneurs saying they're bad salespeople or they're afraid of being too pushy.

That's because they're not looking at sales the way they should.

They try to show their customers how great their products or services are without first checking if anybody wants or needs them.

Let me tell you:

Nobody cares how great your brand is, especially when your products or services look very similar to the many others.

Then, dropping the price becomes the natural move to sell more.

The problem with such an approach is that it's a race to the bottom. There will always be someone who's cheaper than you.

“More entrepreneurs need to learn selling, from prospecting all the way to close.

How to deal with objections and get referrals? How to deal with issues like when to move on to the close part? How to identify your decision-makers?”

- Joshua Schulman, Founder, Schulman Communications Interactive Inc., USA; ep 10

Instead, run a race to the top, and understand 3 things:

1. Selling is a conversation

Remember, there are people on the other side of the sales interaction, so what's the best way to connect with them?

Simple: Having conversations, asking questions, and being genuinely curious about them.

Obviously, not all conversations will get you a sale, but they'll definitely leave a better impression than being pushy.

“It’s important to be good at sales, or at least have an understanding of sales. The most passionate salespeople are the ones who genuinely believe in what they’re doing. I always think sales is just a useful life lesson.”

- Joel Willans, Founder, Very Finnish Problem, Finland, ep. 57

2. Selling is always about your customers' needs, never about you

Put your buyer's hat on.

Every time you make a purchase, you follow the emotional connections that you create with a product (e.g., being part of the same tribe) or a person (e.g., trust), and justify your choice with rational reasons later.

If you don't believe me, ask yourself the following: How did you select your bank?

My point is, put yourself in your customers' shoes.

Do they want to be told how fantastic your product is or do they want an explanation on how your product will solve their problem or make their life better?

“I’m not selling I’m helping. Once I changed my perspective about sales, I realized that helping means understanding what people want and why do they want it, and how my service can help them. Sales is about communication and continuous exchange.”

- Natalijia Rodonovia Founder, IT Academy STEP Cambodia, ep. 41

3. Selling never ends

You've got a project or sold a product.

Great, all hands on deck!

Not too fast... When the project is completed, or once you've delivered the product, what will happen if there's nothing else in your pipeline?

Always make sure you dedicate time to business development (aka sales), although you're busy executing projects or delivering products.

Selling is a cycle, not a one-off thing. It never ends.

It also means you must find ways to go beyond technology and remain connected to your existing customers.

“It’s no longer price, it’s no longer your products and features that are defining whether a business is successful. Starting now and going forward it’s going to be customer experience. The companies that give that customer focus, and they genuinely and truly do in everything they do, those are the ones that will succeed moving forward.”

- Anita Toth, Churn Consultant, Canada, ep. 29

Your customers, not your investors, are the business' main source of revenue. They can build or destroy your company.

Never lose contact with them.

“Be customer centric. The validation is fundamental. You need to listen to the market, you need to take care of lot about your customers, the customer is your boss.”

- Ana Perez Garcia, Founder, Canard Drones, Spain,
ep. 68

Make it mandatory for yourself and your executive team to have regular conversations with them, especially as your business scales and you're more and more disconnected from the field and more and more dependent on technology.

“The most time I ask when is the last time you actually spoke to a customer? You know, the person that your role relies on, the person that makes sure you get out of bed, int the morning, when is the last time you actually asked for feedback? Frequently, people have never spoken to one of their customers.”

- Chris Elkin, Founder, Doodle Brands, Vietnam,
ep. 17

Exercise: 3 Powerful Questions To Be Better At Selling

1. Who are your real clients?

2. What do you really sell?

3. What are the 3 things you can do to serve your clients better?

Tactic 6.

Let Go - Readjust Your Role As The Company Scales

"As an entrepreneur you need to be a generalist in so many areas, from banking and money to sales and marketing, and that's the dynamic.

And then you've got the freedom if you're driving and running your own thing. But that also comes at a price: It's hard work."

- Alistair Gosling, Founder, Extreme, UK, ep. 60

Alistair greatly summarizes the entrepreneur's job. Pretty much everything falls under the position.

But entrepreneurs are humans, not robots. Despite what you may believe, you can't do everything, especially if you want your company to expand and reach new heights.

So, you must rely on other people.

At the beginning of the journey, as your resources are limited, of course you're running everywhere, involved in every little thing.

As the company grows, you should gradually remove yourself from the day-to-day operations to focus on hiring people, creating efficient processes to strengthen your business' foundations, and working on your company's strategy.

It means there comes a point in time when you need to let others build the business for you.

"When we were 2 or 3 people, you could say it's my success because I'm literally doing all of this work all the way to sending the invoices and everything else. You grow past 10 people, and you realize the only thing I do is talk to and work with other people to help them with their challenges in the business or working on a problem for a client. Clearly, they're the ones doing the work, clearly it's the people who are making this successful."

- Nolan Garrett, Founder, Intrinium, USA, ep. 75

It can't happen if everything is tied around you.

That's why learning to let go is one of the greatest favors you can do for yourself and your business.

"We were working 7 days a week, 14 hours a day for the first 5-6 years or so, but when your organization scales and all those people are coming to you, that's not scalable, that's not sustainable. We were getting frustrated because we had these leaders, but they were not making decisions, they were not taking account [...] There was no accountability on our organization because we were fixing the problems. We had to stand back and trust the leaders to make their own decisions."

- Steve Melhuish, co-Founder, Property Asia Group, Singapore, ep. 73

We easily get attached to doing everything by ourselves.
It's not easy to let go, especially when you refer to your company as your "baby", but it's necessary.

I remember a client who was supervising all his customers' projects himself. He reached a point where he realized his position was unsustainable because he couldn't find the time to do anything else, and starting with reflecting on his business.

"I should have hired people earlier, I was exhausted."

Says Maria Frangieh, Founder, Social Prie, Lebanon, ep. 39

Indeed, exhaustion is the price you pay, among other things, when you don't let go.

The larger your company becomes, the more strategy-focused your role should move toward.

"When you scale, you're going all the way from getting the shit done, to making sure the shit is done, to then building an organization that can get that shit done."

- Steve Melhuish, co-Founder, Property Asia Group, Singapore, ep. 73

"If I spend 4h today writing a proposal, if I really sit back and think about it, I'd be far better off teaching somebody else and mentoring or coaching someone else through that process rather than doing it myself [...] Take time out to reflect more on significant decisions."

- Richard Burrage, Founder, Cimigo, Vietnam, ep. 20

"Having a road map is absolutely crucial [...] It helps growths, it helps the whole team to be aligned with where they're going to, and of course it helps a lot with investments. Because that's what investors need to hear: that the founders have a clear vision, a clear direction, and express it clearly."

- Maria Tanjala, co-Founder, FilmChain, UK, ep. 37

Exercise:

3 Powerful Questions To Be Better At Selling

1. What should you stop doing?

2. What should you start doing?

3. What should you keep on doing?

Tactic 7.

Take Care Of Yourself - Your Business Deserves It

“I see all these brilliant people, who have some much to offer to the world, basically killing themselves for the sake of their business. You can be a high performer without pushing yourself into the red zone all the time.”

- Tom Hayton, Master Story Teller, Germany, ep. 23

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

I get it, being an entrepreneur is hard work; it demands sacrifice. You always think about it, you constantly work on it, you want to go fast, and as a result, you rarely take any days off.

How long can you sustain such a pace?

“I'm a cancer survivor, I had 4 knee surgeries, I've broken 13 bones in my life... All of those things have given me physical challenges. What I've learned from that is: hold on... You have to be able to put it in some sort of perspective.”

- Joshua Schulman, Sales Coach, USA, ep. 10

Your body and mind can take a certain volume of stress before you eventually collapse.

Worst case scenario: burnout!

“The actual worst-case scenario for me is what the consequence one year from now if nothing changes? How am I going to feel if 1 year from now if I can't depend on anyone, I'm still doing everything myself, what's the risk for the business that I burn-out, or that I don't expand, or that I can't take time off if I get sick or a family member get sick?”

- Rachel Beider, Founder, Press Modern Massage, USA, ep. 66

I can hear your excuses: I can't stop, there's way too much work; the market requires fast turn-around; I'm the only one who can do that; one last thing and I'll take a break; etc.

How is being exhausted or on the edge of a burnout going to help you think, be efficient and build your company?

Consider being an entrepreneur like being a professional athlete: How do athletes prepare themselves before the race of their lives?

Well, entrepreneurship is the race of your life.

The best professional athletes aren't invincible. They reach their levels because they dedicate specific time to both mental and physical recovery.

Copy them and spend time to recover.

“I’ve learned that sleeping and exercising are very important. And taking good care of yourself. That’s something a lot of people put on a second basis, which is a step aside from their life.”

- Roxana Nasoi, Business and Technology Strategist, Romania, ep. 31

“It’s very important to take care of your mental well-being because ultimately that’s where all your decisions come from, that’s where your happiness comes from, and that’s where your physical wellbeing comes from, up here in your brain. So, take care of that, don’t neglect it.”

- Hatti Suvari, Founder & CEO, Read Bar Law LLP, UK, ep. 78

Finally, although your company is your sweat and money, remember there are more important things than work.

For instance, how much time do you spend with your family and friends?

You may miss some important events you will regret later.

“Entrepreneurs need to know how to care of themselves and others. One needs to create a care structure for the business to be sustainable.”

- Berta Lazaro, co-Founder, Team Labs, Spain, ep. 19

“Listen to yourself and your own needs. And know when to give yourself a break. Know when to acknowledge that maybe that moment in the day isn’t the time when you’re at your peak, maybe you’re pushing yourself to achieve something and it’s just not working. So why not close the computer, get outside for an hour, and then come back fresh?”

- Robin Wycherley, Founder, Itu Design, Finland, ep. 67

Exercise:

3 Powerful Questions To Take Better Care Of Yourself:

1. What are your work-life balance rules?

2. What would your ideal workday look like?

3. What is life knocking on your door and asking you to step up to?

Conclusion

When you think about it, why would you want to be an entrepreneur?

Some have always been entrepreneurs, often because they were born in a family of entrepreneurs.

Others got into a corporate career, realized it wasn't for them and decided to start the entrepreneurial adventure.

Quite a lot started the adventure because they had to survive.

Regardless of how their journey began, entrepreneurs are usually hooked.

It's like Julien Brun, the founder of CEL in Vietnam says in episode 25

"I became an entrepreneur a bit by luck. I loved it from day 1, and I couldn't stop."

Great entrepreneurs understand it requires the right mindset to be successful at it.

Being an entrepreneur is the toughest job ever.

There's so much to learn, so many ups and downs along the way, without any guarantee of success... so why are we crazy enough to do it? Because it's a calling.

The entrepreneurship force is strong with us!

I've shared 7 tactics to cultivate such a mindset:

Tactic 1.

Cultivate grit: entrepreneurship is a journey

Tactic 2.

Accept failure: all entrepreneurs fail

Tactic 3.

Find your purpose: where can you make an impact?

Tactic 4.

Surround yourself with people: you can't make it by yourself

Tactic 5.

Become a sales master: zero sales, zero business

Tactic 6.

Let go: readjust your role as the company scales

Tactic 7.

Take care of yourself: your business deserves it

"To be an entrepreneur is to have a further grasp of your vision, to be able to engage and get on with many people as possible, to recognize strengths in people, and hopefully they recognize those strengths in oneself as well. To be an entrepreneur is to make things happen. To be an entrepreneur is to commit to an idea, to a blank piece of paper and then doing all you can to let it materialize."

- Celyn Jones, Award-winning Actor, Producer, Writer and Co-Founder of Mad As Birds, UK, ep 69

Each section in this eBook ends with a list of 3 powerful questions.

They're designed to help you focus on what matters and become better at your job.

These are the types of questions I ask during my coaching sessions.

If you'd like some help formulating your answers,

You can Book a 1h FREE Coaching Discovery Session with me



About Me

Entrepreneur, Coach to Entrepreneurs, Start-up Mentor, Podcast Host, and CrossFit addict.

I'm a French national. I left France at 23, spent 20 years in South-East Asia, and relocated 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 three countries.

My father and grandfather were entrepreneurs. I've always worked for entrepreneurs myself (the kind that gives you the keys and asks you to run their business on their behalf like if it were yours), then became a shareholder before starting my own entrepreneurship journey.

I launched my business in October 2017. I'm also a partner with Nordic Start-up School (<https://www.nordicstartupschool.com/>), and an Advisor to the Board at For-

Nomads Group (<https://fornomadsgroup.com/>).

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.

I created Inter:views, Cracking The Entrepreneurship Code podcast to help (wannabe) entrepreneurs better navigate their entrepreneurship journey.

My motto: "In the middle of difficulty, lies opportunity." (Albert Einstein)

Find out more about my expertise and values (<https://www.laurentnotin.com/about>).

**The Entrepreneur Mindset:
7 Tactics To Avoid Being The Bottleneck In Your Business**

by

Laurent Notin

Designed by  socialprise

socialprise.me

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contact@laurentnotin.com

A medium shot of a man from the waist up. He is wearing a dark blue long-sleeved sweater over a light blue collared shirt. He has a shaved head and is looking slightly to his left with a slight smile. His right arm is extended towards the camera, with his index finger pointing upwards. The background is a blurred indoor setting with large windows showing a snowy mountain landscape.

Laurent Notin

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