

Ep 57 - Why Success Can Kill Your Business Faster Than Anything Else” with Mike Walker

[00:00:00] Hey, how's it going? My friends, Mike Walker here, client services director at the Wealthy [00:00:05] Consultant. Excited to be here with you on another episode of TWC Talks, the Wealthy Consultant [00:00:10] Talks podcast. Um, I've got a topic here I want to share with you today. It's a, it's gonna be short, [00:00:15] um, short and sweet, but also very foundational in terms of your [00:00:20] trajectory in, in business, in life in general, but definitely in business.

[00:00:24] And is something [00:00:25] that I see come a lot, you know, as I work with all our clients that come through a chamber and launch and all the [00:00:30] other tiers of programs that we have available through our company. Um, something that really stands [00:00:35] out to me is this concept that success and as that [00:00:40] accelerates can actually become a downfall if you're not prepared for what [00:00:45] success can bring.

[00:00:46] Now, we've all heard the stories of, you know, uh, rock stars and famous [00:00:50] artists and whatnot getting famous. And then what do they do? They start blowing all their money on. On bad [00:00:55] choices, essentially, right? But that's not what I'm talking about today. What I'm talking about is more the paradigms, the things, the [00:01:00] operating software, if you will, of how you think through the different [00:01:05] environments that you then get presented with.

[00:01:07] As you, again, ascend up the ranks of [00:01:10] success. Now, when we talk about success, that's self defined, right? Um, but for the [00:01:15] sake of this episode, what I really want to talk about is as you develop your business and as [00:01:20] revenue increases and as you

know, your options increase. Those options [00:01:25] can actually present a pretty profound problem for a lot of people, if they're not prepared or if they [00:01:30] haven't thought through it in advance.

[00:01:31] Okay? Because this is something that you want to be prepared for. A lot of [00:01:35] people think, well, you know, I'll deal with these types of problems when I get there. The problem is that that's [00:01:40] too late. You know, you're, you're then in the thick of it and you don't necessarily know how to process the [00:01:45] information properly and are probably going to make some the Poor choices and therefore have to loop back [00:01:50] and kind of start all over again.

[00:01:51] Right? So what I want to do with you today is just share two [00:01:55] simple concepts. It's simple, but not necessarily easy. Right? So let's [00:02:00] get into it. And, uh, I think you'll have some good takeaways today. So let's jump right in. So why success [00:02:05] can kill your business faster than anything else. Overextension and [00:02:10] diversification.

[00:02:11] You know, one of the things I've seen a lot is that, uh, as [00:02:15] success comes as revenue increases and all those things, like I was saying, your [00:02:20] options are going to increase your exposure to more technology. [00:02:25] People opportunities are going to increase. And when you're first starting out, and you're just scrappy and [00:02:30] lean, and you're just Trying to make a, you know, get a break for yourself.

[00:02:33] Obviously you're going to kind of be in this [00:02:35] mode of, I'm going to take every good opportunity that crosses my path. I can't afford to not do [00:02:40] that. However, once you find flow and once you find, um, your rate [00:02:45] of increase growing and, and you found a lane, if you will, for your business and [00:02:50] for your success path, one of the things that's really going to hit you is the fact that, man, I have so many other [00:02:55] good ideas being.

[00:02:56] Thrown at me again, whether it be people, opportunities,

events, uh, [00:03:00] investments, et cetera, et cetera. The key here is to stay [00:03:05] focused, right? One of my favorite quotes, uh, from Steve jobs, people think [00:03:10] focus means saying yes to the thing that you've got to focus on, but that's not what it [00:03:15] means at all. It means saying no to the hundred other good ideas that are there.[00:03:20]

[00:03:20] You have to pick carefully. I'm actually proud of the things we haven't done [00:03:25] as the things that I have done. Innovation is saying no to a thousand [00:03:30] things. Now, here's, I want to underline a part. It's saying no to a lot of good [00:03:35] ideas. That's the challenge, my friends, is that you will be presented with, wow, we can make so much [00:03:40] money there or wow, we can make such a great impact in our market here or wow, we could expand over to this market or [00:03:45] we could, you know, develop this new thing.

[00:03:47] Yes, you could, but [00:03:50] just because you can doesn't mean you should, right? I'm all about growth and I'm all [00:03:55] about, you know, expanding it and, and finding new opportunities, but I will say, and [00:04:00] I'm, I know this is, you know, cliché and then entrepreneurial world, but like, we have to watch out for that shiny object [00:04:05] syndrome.

[00:04:05] Right? So, how do we define what, you know, good [00:04:10] opportunities we do take and which ones we don't, right? We can't just put the blinders on and say no to [00:04:15] everything and, and just think that. You know, we're just going to stick with what we're doing for the rest of our lives. [00:04:20] In fact, that's something that I'll be talking about next, um, in complacency.

[00:04:24] So we're going to talk about [00:04:25] these two different sides of the coin here, because here you've got, you know, overdose diversification. [00:04:30] You've got people being, uh, highly distracted. And so kind of an analogy I use a lot [00:04:35] with our clients is we really got to think laser, not flashlight. You can take the same amount of power

and [00:04:40] effort from a flashlight.

[00:04:41] If you narrow that down to a pinhead size beam, [00:04:45] it can cut through metal. Right. So it's the same amount of effort, but you, the output that you get, the [00:04:50] results or the, the, um, power that stems from that becomes exceptionally [00:04:55] are, um, extensively more powerful when you narrow it in. And that's where we really [00:05:00] want to be careful is we, we don't want to just diffuse our efforts.

[00:05:03] Across a [00:05:05] lot of different areas, because it just simply, we won't be impactful. And another key thing to [00:05:10] understand here is that, you know, some people, let's use social media, for example, right? This is an easy one [00:05:15] that everybody will get. You're really good on video. And so you naturally start some [00:05:20] YouTube channel and you're promoting your personal brand or your business or whatever it may be, right?

[00:05:23] And you're finding some traction. There you [00:05:25] go. Great. This is awesome. Starting to build some subscriberships. Getting a following, building a name for [00:05:30] ourselves. Well, naturally it makes the most sense. We should jump over and do this on another platform and then another [00:05:35] platform and then another platform.

[00:05:36] Right? And you see, you know, these people with like 50 different social media [00:05:40] platforms, right? Well, now, can you do that? Of course you can. Can you have a team do this for you? [00:05:45] Absolutely. Am I saying that you shouldn't do this? No, not necessarily. But the point is true that. [00:05:50] Dominate one first before you go start trying to expand [00:05:55] outside of your lane, because you have to remember there are people that are just living and breathing that [00:06:00] one channel or that one thing.

[00:06:02] And that's kind of my point here is that as soon as you [00:06:05] start to diversify yourself, you only have so many energy units, if you will,

right? You only [00:06:10] have so much, so many hours in the day. And so if you start to diffuse that across a lot of different [00:06:15] things, you are now competing against people that spend a hundred percent of their energy, a hundred [00:06:20] percent of their time in that one particular lane.

[00:06:23] And so it becomes harder and [00:06:25] harder to compete against people that are spending all of their time and focus in one particular [00:06:30] area versus where, if we distribute our, our energy and effort, time and money across [00:06:35] a lot of different areas, you can see how that could. Potentially not be as competitive, right?

[00:06:39] Pretty [00:06:40] straightforward concept, but it's one that's very, it's, it's a simple concept, but one that's very [00:06:45] difficult to do, especially as again, you see the money increasing, you have the opportunities, right? What [00:06:50] is money? Money's opportunity tickets. That's all it is, right? Expands your options. And [00:06:55] so as soon as you start being exposed to these things, especially depending on your [00:07:00] paradigm and how you think about money, how you think about opportunity.

[00:07:03] The scarcity [00:07:05] effect can really kick in because you're not used to saying no to good ideas. It can be [00:07:10] very challenging. And so you want to get really crystal clear on what do I stand for?

[00:07:15] What will I say yes to or no to, right? I'll give you one example, and [00:07:20] then we'll move on to the next topic. As we close out here, as my business is continuing to grow.

[00:07:24] And as, as I [00:07:25] found more and more success in different areas, uh, of business, I've, I realized that there were some [00:07:30] elements to owning and operating businesses that I didn't necessarily find as [00:07:35] ideal as others. And one of them was. The brick and [00:07:40] mortar business, basically meaning, you know, you need to establish headquarters.

[00:07:43] You need a ton of employees in this one [00:07:45] particular area, all concentrated in one building, et cetera, right? Obviously, a [00:07:50] lot of businesses run this way. That's totally fine. But what I found is that I wanted more autonomy. I want to be able to [00:07:55] move around easier. And so one of my mantras or pillars of [00:08:00] filtering good ideas and whether I want to even look at them or not, is [00:08:05] the distinction of.

[00:08:05] Okay. Can I run and operate this business with a laptop and Wi [00:08:10] Fi, meaning can I do this from on a remote basis if I can't, [00:08:15] or if I can't figure out a business strategy that will allow me to have other people run it [00:08:20] in that fashion, allow me to maintain that flexibility and mobility. [00:08:25] Then I just simply say, no, no matter how good of an offer it is, no, no matter how [00:08:30] big of an opportunity is, the chances of me taking that are very, very low, if [00:08:35] not zero, simply because it doesn't fit in line with my core pillars of [00:08:40] decision making, which is, can I operate this business on a remote basis?

[00:08:43] And that's [00:08:45] allowed me to make. Quicker decisions and feel really good [00:08:50] about it. Being able to say, yeah, that is awesome. And wow, that is an amazing opportunity, but it's just [00:08:55] doesn't simply align with my, you know, uh, methodology or [00:09:00] strategy for going forward. The vision for what, how I want to operate as a business owner.

[00:09:03] Right now, again, [00:09:05] I'm not suggesting that that's the one that you should take either. But the point is that You want [00:09:10] to have premeditated concepts as to what you will say yes to and what you'll say no to [00:09:15] if you don't stand for anything, you'll fall for everything. And so you really want to be clear on [00:09:20] what is it that you stand for?

[00:09:21] What are you willing to say no to even when it does presents? [00:09:25] An excellent opportunity, whether it might maybe financially or

otherwise, you need to be [00:09:30] okay with the idea that, Hey, look, that is an amazing mountain to climb. And the view must be really good on top. [00:09:35] But I can't go up that 1 because I'm over here climbing this 1 that I've committed to.

[00:09:39] And this is [00:09:40] where a lot of entrepreneurs. Entrepreneurs will fail because they'll get halfway to the mountain, then they'll get [00:09:45] distracted by the view and they'll realize, wait a second, those people over there have something pretty cool too, right? It's that whole, [00:09:50] you know, grass is greener on the other side concept again, these things are not, you know, massive [00:09:55] revelations here, but it's a really important reminder because when you're in the thick of it, like I was saying, at the top of our [00:10:00] call here, It's very easy to get distracted.

[00:10:02] Like, Whoa, this is awesome. And you're, you're kind of, you're riding a high, you're, [00:10:05] you're getting, uh, you're finding that success in the marketplace and in your business. And someone [00:10:10] presents a really awesome opportunity. You feel like honored. You feel like, wow, this is amazing. Um, look at [00:10:15] all these cool things that are now being presented to me that I've never had access to before.

[00:10:18] Right. It can be very, very [00:10:20] challenging. And so just be aware of the idea that. Saying [00:10:25] yes to good ideas can actually be a downfall in your success [00:10:30] trajectory. All right, now let's very quickly flip the coin on this one. We've already talked about the [00:10:35] importance of being focused and be wary of, you know, a lot of good [00:10:40] opportunities and change right now.

[00:10:43] Let's flip the coin though. [00:10:45] Complacency in innovation. This is another area where as people do find success [00:10:50] as they are finding a path forward and they're starting to realize the benefits of their hard work. [00:10:55] One of the things that can really kick in is the feelings of security [00:11:00] and needing to go, no, this is what's working.

[00:11:01] This is how it's always worked. We found a good way. And I don't [00:11:05] want to risk breaking anything. They kind of get into a shell and they're, they're not willing to step [00:11:10] outside of. Their comfort zone and they, you know, when you're lean and mean, you have [00:11:15] essentially nothing to lose. What do you do? You're just out there in the marketplace, taking swings, taking shots.

[00:11:19] [00:11:20] You're doing whatever you can figure it out as you go, right? But as you have more and more to [00:11:25] lose more people, more infrastructure, more revenue at stake, you know, all [00:11:30] the things that go along with success. You now have a lot more on the table that is [00:11:35] at risk, and that can, uh, paralyze people into [00:11:40] making, you know, into like an analysis paralysis situation where they're taking long times to [00:11:45] make decisions, or they just simply decide not to decide, which, as you and I both know, is essentially [00:11:50] another decision, right?

[00:11:51] So success can lead to complacency where entrepreneurs become less [00:11:55] inclined to innovate. Um, rapid success may take entrepreneurs. Uh, to a [00:12:00] place where they lose that hunger and agility that drove the initial success. [00:12:05] So one of the things, uh, to remember here is that what got you here, what got you to that, [00:12:10] this initial level of success that you are now experiencing may not be the same strategies and [00:12:15] tactics that will get you to the next level.

[00:12:17] All right, so I say it all the time to our clients. What got you here? [00:12:20] Very likely won't get you there and so new levels, [00:12:25] new areas of success are going to take new thinking and new processes. So we really [00:12:30] have to be, uh, aware of the need for staying agile, even once [00:12:35] we have kind of found our way, it's important to understand that markets mature things [00:12:40] change the general.

[00:12:41] You know, macro economy even is, is a very, it's a [00:12:45] cyclical environment, right? It's constantly in change. There's nothing ever static. So playing it [00:12:50] safe can be one of the quickest ways to fail

because nothing is static. And so if you're sitting [00:12:55] still, the rest of your environment is continually moving. And so everything [00:13:00] has atrophy effect.

[00:13:01] Everything eventually will lose its potency in the [00:13:05] marketplace. A really cool quote. I heard from one of our chamber members yesterday on our [00:13:10] weekly calls that we do. Uh, he said, you know, um, a tactic known [00:13:15] is a tactic blown and where this really was staying out. Why this came up was we were talking about [00:13:20] how, you know, right now.

[00:13:22] On LinkedIn, I mean, all of us are getting hit [00:13:25] by 10, 20, 30, 50 or more messages per day with a very [00:13:30] similar outreach approach. And it's very obvious that it's, you know, just essentially mass marketing [00:13:35] spam, and they're trying to get, you know, conversation started in the inbox, et cetera, et cetera. And the approaches [00:13:40] are very templated, very static and plain and obvious, essentially.

[00:13:44] And [00:13:45] so this is a perfect example of like, Hey, yeah, maybe like 2 years ago, that could have potentially [00:13:50] worked, but now it's so oversaturated. The market is matured beyond that, that it's no [00:13:55] longer effective. Everything has a, an atrophy effect that will eventually start. [00:14:00] Having a diminishing returns on effort and diminishing returns on, on time and money.

[00:14:04] [00:14:05] And so you just want to be aware of that and be open to the idea of like, Hey, yeah, we, we did [00:14:10] get here, but we are now on a new level and we need to consider what new things do we need [00:14:15] to embrace in order to take us to the next level, right? Uh, Charles Darwin, let's go way [00:14:20] back on this one. It is not the strongest of the species that survives nor the most intelligent, [00:14:25] but the one most responsive to change.

[00:14:28] And that, my friends, is really [00:14:30] where we can wrap it

up. We must be responsive to change, both proactive and [00:14:35] reactive. We need to be able to adjust and pivot when needed, but we also [00:14:40] can't be complacent. We have to be open to the idea that, hey, look, I'm here [00:14:45] today based on what I did yesterday. But what I do today is going to have to [00:14:50] change if I want to reach somewhere I've never been before.

[00:14:52] Right? So again, no grand revelations [00:14:55] here. My friends today, some basic concepts, but oftentimes we don't necessarily need to learn new [00:15:00] things. We need to be reminded of what we already know, right? So [00:15:05] blessings to you in your life and your business. Um, I hope that this finds you successful and, and [00:15:10] reaching those, those next goals.

[00:15:11] Just remember, don't diffuse your efforts. Stay [00:15:15] focused and, uh, we're, we're here for you. We look forward to, um, jamming with you on another session of [00:15:20] twc. We'll see you in another episode. Take care of my friends. Talk to [00:15:25] you [00:15:30] [00:15:35] soon.