

Kendra: [00:07](#) You are listening to the Level Up Podcast, a podcast for high performing business women and I am your host Kendra James Anderson. I am CEO of the finance firm LLC and a virtual CFO to several successful women entrepreneurs. Here I'll be sharing business tips and the occasional life hack that helps you get higher profits and business and more time to live your best life. Whether you want to scale your business to six or seven figures and beyond, have already hit millionaire status or if you're just getting your business started, this is the podcast for you.

Kendra: [00:50](#) Hey there, Kendra here and recently I was asked to give some tips on how to level up your business and still have a life. You know how to build your business and not sacrifice your spirit, your soul, your sanity, and I'm sure you've heard that you can't have it all, right?

Kendra: [01:07](#) If you Excel in business than your personal life is going to suffer and if you focus on your personal life theb. your business is going to suffer and I don't believe that to be true. Instead, I do believe that you have to be strategic in how you grow your business so that it minimizes, right, the impacts on your personal life because there's definitely going to be an impact.

Kendra: [01:26](#) So your personal life, your day to day life is definitely going to see an effect. Yeah. But honestly, you know, if you're strategic about it, you can minimize that impact. It's going to pull on your resources and your time, on your money.

Kendra: [01:39](#) You know, building a business is definitely want to do that. But if you are strategic, you can really scale your business and still live a life that you love.

Kendra: [01:48](#) So here are some tips and some steps in building your business while still living your best life. So the first one is to stop running your business off of fear.

Kendra: [01:58](#) So if you're in alignment and in business for the right reason, your business will succeed, but it will take time. Things are going to go wrong. And as a heads up, those things that go wrong, they're really just lessons, right? Learn from them. And it's going to take you longer to build your business than you imagined.

Kendra: [02:15](#) It always takes longer than you imagine. But don't let that fear take over. You really want to stay focused and stay moving forward. You know, don't take on that bad client that you really know you shouldn't take on just so that you make a sale, right?

- Kendra: [02:30](#) Don't make that bad partnership with that firm or that team that you really don't want to work with just because you think it's going to help grow your business faster. You don't want to make business decisions off of theory. You want to try to be as clear headed as possible. Do not run your business off of fear.
- Kendra: [02:47](#) So tip number two, it's the scale strategically. So have you ever heard of the Oprah effect, the Oprah Winfrey show, as we all know, as super successful during the 20 something odd years that it ran and if Oprah loved you, the world loved you, and many companies and personal brands grew rapidly after being featured on her show.
- Kendra: [03:08](#) And I know you want to scale your business but what would happen if you woke up tomorrow with a thousand orders or 500 orders or for some 50 orders, 50 people wanting to work with you? Could your company meet that demand? And while you eventually want to scale your business to increase your income and to increase your impact, it's essential that you don't grow too quickly.
- Kendra: [03:33](#) So instead you want to grow with intention because if you grow too fast, you know if you scale too fast, you can have cash flow issues, customer service problems, and you're going to have a breakdown in your business systems that will essentially tank your reputation and it will tank your business. So you do not want to scale too fast - you want to scale strategically.
- Kendra: [03:54](#) The third tip, it's to master your calendar. So time is money. So be sure that only the right events, the right activities, the right meetings and experiences end up on your calendar. So if you have an assistant helping you manage your calendar, be sure that you know he or she is aware of your calendar preferences. And also have an agenda for meetings, like have an agenda. Don't just have meetings on your calendar - meetings that you are the host of our meetings that other people are the whole step that they've invited you to without having an agenda.
- Kendra: [04:28](#) Man, there are so many meetings that are just occurring and recurring for the sake of having them. If there's not a purpose behind it that can be detailed out and explained clearly on an agenda, then you don't need to be having that meeting, right?
- Kendra: [04:42](#) So whatever system you prefer, be sure that you're not filling your time with things that won't lead to the growth and the sustainability of your business. Hear me guys, being booked and busy, doesn't matter if you're booked and busy with things that don't bring you peace and profits, okay?

- Kendra: [05:01](#) If you are booked and busy, it doesn't matter if you're booked and busy with things that don't bring you peace and profits. Pause that and say that to yourself over and over again. Matter of fact, tweet that okay?
- Kendra: [05:15](#) Tip number four, track your KPIs. So y'all knew this was coming. I have to talk about measurable data KPIs, are. key performance indicators. So it measures the success of your business related to a target that you're trying to reach.
- Kendra: [05:31](#) So your business can have numerous KPIs. However, like most things in business, it's better to narrow your focus and go hard on certain things then to complete everything with mediocrity. So that meant to have 50 KPIs that you're tracking and barely, you know, pushing the needle on.
- Kendra: [05:48](#) So instead of tracking all of your KPIs, just pick a few operational and financial KPIs that you want to focus on each month or each quarter or year depending on your business goals. And you can definitely visit my Instagram page at the finance femme. I have a tips category and my story highlights. And there you can find the list of KPIs for service based businesses or product based businesses that you should keep in mind.
- Kendra: [06:14](#) And I also released a podcast episode on that talking about the power of metrics and how the money lives in the metrics. So tip number four is tracking your KPIs or those metrics.
- Kendra: [06:26](#) Now tip number five is to be productive. And set strategic goals. So what is worse than wasting money? In my opinion, it's wasting time. So productivity is the effectiveness of productive efforts. So basically, it's how good are you at getting shit done. The great thing about productivity is that oftentimes it's measurable.
- Kendra: [06:51](#) So Google SMART goals, go to Google and type in smart goals. S M a R T goals. You might already know what that is, but you want to set smart goals for yourself. And more importantly, you want to go back and measure yourself against them.
- Kendra: [07:06](#) Oftentimes we'll create goals or we'll create, you know, objectives and things that we want to do. And then we don't go back and measure ourselves against them, right? We don't go back and see, did I actually hit that? Did I exceed it, am I struggling? Do I need to improve it? So you want to go back and measure yourself against those smart goals.

- Kendra: [07:24](#) And in addition to setting smart goals, I suggest that you make them visual and include your why. So my why is helping women elevate in their business and helping them step out of the trenches of doing the day to day work and step on their business as the CEO that they are. And so focusing on my why, when I'm setting my goals, it helps me create goals that are in alignment with my end goal, right? It helps me keep that end goal in mind.
- Kendra: [07:53](#) So I'm going towards something specifically and strategically, instead of just creating a list of to dos and tasks. I used to just have a whole list of things that I had to get done, not having the end goal in mind. And so I'm just busy for the sake of being busy, but I'm not really going towards the end goal. So you want to keep that end goal in mind.
- Kendra: [08:13](#) So the next tip is mindset first and then action. So do you find it hard to make progress in your business? Do you get up every day and you grind, but then you feel burned out because you feel like things aren't really moving? So as an example, like does this sound like you? You know, you're investing in webinars and eBooks and classes in workshops, but you don't see immediate results. So you determined that that product just wasn't for you.
- Kendra: [08:44](#) You know, I bought that ebook, you know, I started to implement. I'm not seeing a change so that ebook just doesn't work for me. Or I took this workshop, I start implementing a little bit. I'm not seeing any results. So workshop just doesn't work for me.
- Kendra: [08:56](#) Or you see the Instagram famous, right? Crushing it in their business or seemingly crushing it in their business. And then you wonder when your time will come. And I totally get it because you're taking action, but you feel like you aren't getting anywhere. So the problem might not be the action. It might be your mindset.
- Kendra: [09:17](#) Okay, so follow me here. In my opinion, the most important thing that I've learned as a full time entrepreneur is that mindset comes first. So if you want to take an action in your business - first take action to work on your mindset, on your entrepreneurial mindset.
- Kendra: [09:36](#) Is your mindset holding you back or is it pushing you forward? So if you're in this phase where you know your mindset might be off, keep your head up, focus on the lesson that's being taught and know that this season isn't forever, right?

- Kendra: [09:49](#) You have to work on your mindset to make sure that you're prepared to put in the work. So work through the fear when things aren't working, you know, not sitting there slumping and crying about it, but to keep it moving. So you really want to know mindset first, then action. Don't buy all the eBooks and all the classes and all the things. If your mindset isn't really ready to dive into this thing, this thing called entrepreneurship.
- Kendra: [10:15](#) The next thing is to outsource as you scale and to get support to help you work on your business. So, alright ladies, do you think that Beyonce, built her business empire alone, right? Or do you think she has a team? No one is born with all the skills that they need to run a business. So even if you're multitalented, why would you want to spread yourself thin and try to do all the things?
- Kendra: [10:44](#) Now, don't get me wrong, while you might need to wear all the hats in your business in the beginning, as your business starts to grow, outsourcing is non negotiable. You can't do it all forever. There's a reason why thriving companies have teams. So even if your team is small, you should still have one.
- Kendra: [11:03](#) So let's talk about, you know, what does it mean to work on your business, right? Well, for one it looks like analyzing ROI or return on investment so that you can focus on high income earners and drop things that are holding you down. If you're a product based business, that means you're looking at ROI to know what skew is, should you keep, what inventory should you keep selling and what should you drop, right?
- Kendra: [11:27](#) If you are a service based business, it means what customers and clients should you focus on and which ones should you drop? There are services that you offer that probably aren't really profiting as much as they should be or you're not enjoying them. They're not bringing peace like it should be. You should drop those. So it's analyzing those ROI and focusing on high income earners, dropping things that are holding you down.
- Kendra: [11:50](#) It's reviewing staff analytics so that you base your raises and your employee incentives and your employee reviews off of data and not off of raw emotion. We talked about that in a prior podcast. Working on your business instead of in, it looks like talking about data that proves what inventory your audience wants versus guessing what they purchase. So we just talked about that with ROI. That's what working on your business looks like versus working in it, right?

- Kendra: [12:17](#) If you are behind the chair all day or micromanaging staff all day or scheduling appointments all day, you can't do that. That's when you're working in the business. Your every day is filled with working in it, but at some point you got to level up to outsource. You've got to build that team so that you can work on your business.
- Kendra: [12:39](#) The end goal of your support system and your team should be taking the business that you've dreamed about and making it a solid, profitable and sustainable business that doesn't drain all of your energy and all of your personal resources from your personal life. It's a business that allows you to be creative, to be the visionary, and it doesn't force you to be the visionary, the doer, and the executer.
- Kendra: [13:05](#) So again, the first one is to stop running your business off of fear.
- Kendra: [13:11](#) The second one is the scale strategically.
- Kendra: [13:14](#) The third one is to master your calendar.
- Kendra: [13:17](#) The fourth one, track your KPIs.
- Kendra: [13:20](#) The fifth one is to be productive and set strategic goals.
- Kendra: [13:24](#) The sixth one is mindset first and then action.
- Kendra: [13:29](#) And then the seventh and final one is to outsource as you scale and to get support so that you can work on your business.
- Kendra: [13:37](#) So those are just some of the tips that I have if you want to build a business that allows you to achieve your desired level of success while still having time to rest, to relax, to rejuvenate in your life outside of work, but you have to be strategic.
- Kendra: [13:54](#) So let me know your thoughts. Let me know which one of these tips you feel is the most helpful to you and be sure to let me know by hitting us up on Instagram at the Finance Femme and I will talk to you ladies next time.
- Kendra: [14:10](#) That's a wrap for this episode. Be sure to go to the [financefemme.com/podcast](https://www.financefemme.com/podcast) to get the show notes and links mentioned in this episode. And if you heard any gems, be sure to share it with a friend and subscribe. Reach out to me on Instagram at the finance femme. That's F E M M E and leave a comment. Thanks for listening.

