



5 Success Essentials of Every Woman Entrepreneur

Welcome

According to several leading publications such as Forbes, Fast Company, Entrepreneur and Inc., the failure rate of new businesses is between 75% and 90%. In a study by Statistic Brain, the failure rate of all U.S. companies after five years was over 50% and over 70% after 10 years. When starting a business, failure isn't the goal, yet these statistics show that failure is all too often the result.

As an entrepreneur, I know about failure. Since starting my business in 2001, I've made plenty of mistakes. Over time, the frequency of my mistakes lessened, and I began doing enough things right so that I could build a thriving, vibrant business.

Did you start your business with the intention of failing? Of course not – and yet, the truth, sadly, is that failure is what most entrepreneurs will experience.

In her article, *A Boom With a View*, Fortune magazine writer Erin Griffith, says; “When entering an unfamiliar society, it's wise to learn the local customs, the unspoken rules, and the names of its heroes, villains and gods.”

The same rule applies here. Most of us enter the entrepreneurial world without the knowledge, skills and aptitude to build a flourishing, lucrative business that gives us the life and lifestyle we dream of living. We mistakenly think our passion and hard work will suffice.

During the past several years, I've had the opportunity to work with thousands of bright, energetic, optimistic women entrepreneurs who were working too hard for disappointing results. Their businesses were on the edge of failing and they were struggling. I was able to help redirect them to having thriving, lucrative businesses. While each situation is unique, there are commonalities. I've identified, refined, and mastered **The 5 Success Essentials of Every Woman Entrepreneur** so clients who come to me in desperation can shift from floundering to flourishing, from struggling to soaring. That's what I want for you.

Learn these five essentials.

Apply them to your business.

Say hello to success!



Susan Bock

ATTRACT CLIENTS | CELEBRATE SUCCESS | ENJOY FREEDOM



Success is a
Choice

1 Success is a Choice

Saying you want success is easy. Knowing what success means to you, your business and your life takes some thought. Each day we're bombarded with images, messages, and examples of how others define success so it's not a surprise that we unconsciously accept it as **the** definition of success. The problem is this: if it isn't *your* definition of success, you'll never enjoy success.

It was a startling moment when I realized I was doing everything I could to achieve success and yet could never experience it. Acknowledging this also allowed me to see that I believed success was something to work toward – meaning it was in the future.

To achieve success, it's essential for you to create your definition of success in all aspects of your life, not just business. Success in health, life and lifestyle, spirituality, relationships – every aspect of your life. When creating your definition, include how you'll feel, the sensations, your level of energy. Visualize success, as you choose to define it, with every sense in your body.

One of my favorite quotes is attributed to Lewis Carroll; “If you don't where you're going, any road will take you there.” When you have defined what success means to you, the path to experiencing it will be much clearer. It will be easier for you to make decisions. Your definition of success grounds you, minimizes distractions and keeps you focused.

1 Success is a Choice

Knowing your definition of success also assists in identifying what's holding you back so that you can take decisive action to clear away the obstacles. Building your business, planning your day, living your life with your definition of success as the foundation, ensures that you'll have the ability to stay positive and focused when things get tough. There will be highs and lows, that's part of the entrepreneurial adventure.

However, you'll have a much higher tolerance because the success you achieve is 100% your success. When you "live in success", as you choose to define it, you can design your business and your life on this meaningful foundation. Then, rather than continually striving to achieve success in the future, you can enjoy success each and every day.

Now is the time to create your definition of success in all aspects of your life!

It's your choice.

A woman with dark hair, wearing a white tank top and red lipstick, is smiling and holding a lit sparkler. The sparkler is bright yellow and orange, with many sparks flying out. The background is a blurred green, suggesting an outdoor setting. The overall mood is celebratory and joyful.

Honor Your Uniqueness

2 Honor Your Uniqueness

Super star entrepreneurs have completely embraced and monetized their uniqueness. They're refreshingly authentic and passionate about their business because it's not merely a business, it's who they are. They are inspired and inspiring. My definition of success doesn't include being a gazillionaire. When I fully embraced my uniqueness and redesigned my business to align with my unique skills, gifts, experiences and adventures, my business quickly shifted from floundering to flourishing. My business was aligned with me.

Not knowing or honoring your uniqueness is why many entrepreneurs fail. Attempting to replicate what someone else has done, with the intention of getting the results they did, is not a viable business model for you. Why? Because the business model that will give you the success you crave needs to be completely aligned with your definition of success, your unique gifts, talents, brilliance and genius! It's not one-size-fits-all. Your business and your business model are unique to you.

When you are 100% your uniquely gloriously self, you become a powerful client magnet.

Discovering, owning and honoring your uniqueness is easier than you might think. Each of us is unique; something that's undeniably you and it's also what your ideal clients need and want. That's your genius, your magic. It's much more than a skill, it's an ingrained strength fueled by your deepest passions and nurtured by an unwavering sense of purpose. It belongs to you; it is you and cannot be duplicated. Yes, there is only one you in the world and the world needs what only you can offer.

2 Honor Your Uniqueness

When you know and honor your uniqueness, you feel aligned with your life and have a sense of ease and grace. It's the same uniqueness that will enable you to excel in the business world. When you leverage your natural abilities in your product or service and use this to make quality connections, you will become visible to your ideal clients. When you monetize your uniqueness, it no longer feels like work, it feels easier and has a natural flow. And anything that makes business and life more enjoyable is a good thing!

Here are some questions to start you on the wonderful adventure of discovering your uniqueness:

- What do you love to do?
- What are you doing when you lose track of time?
- What tasks or activities do you do easily and effortlessly?
- What do others ask you to do for them because you make it look so easy?

Only you can share your uniqueness with the world.

Confidence and Competence



3 Confidence and Competence

Having confidence and competence allows you to be visible, take risks, to step up and do what it takes. Confidence also gives you the courage to ask for help. The precursor to confidence is belief. Henry Ford said; “Whether you believe you can or believe you can’t, you’re right.” The strength of your belief is where your confidence resides. When you believe in yourself, others, including clients, will believe in you. When the journey gets rocky, and it will, consider this: your definition of success and your uniqueness are the handrails you grasp to keep you steady and moving forward.

Along my entrepreneurial journey there have certainly been times when my confidence waivered and doubt took up residence. It’s inevitable because we’re human. I’ve come to understand that confidence is not just a feeling; rather it’s an ability. We learn to be confident with our beliefs and actions. Just like learning to walk or ride a bicycle, it takes practice and over time, we develop confidence in our ability. To strengthen your confidence, take small incremental steps each day that build on the accomplishments of the previous day.

Of equal importance is continually improving your competency not only as an entrepreneur, but the competency of your technical skills, delivery platforms, product and service design, and delving into the needs and wants of your prospective clients so you can meet them where they are.

Some of the most revered leaders in our society make time to read daily. Warren Buffet and Oprah Winfrey are two of the most common examples of this relentless quest to improve their competency. They have committed to life-long learning despite amassing tremendous wealth.

3 Confidence and Competence

In this new era of business, the focus is on authenticity and expertise. You can showcase your expertise and your competency, using a wide variety of platforms that are available today, thanks to technology. You're no longer restricted to one or two means of creating awareness and connecting with your prospective clients and customers. Use the platforms that serve you well and showcase your unique expertise.

When you take a false step, lose your balance or waiver on your path, rather than considering it a failure or shortcoming, remember that failure is an inevitable part of success and from where we learn valuable lessons. Don't be afraid to fail, rather consider it essential to achieving success, as you choose to define it.

*Confidence and competence are abilities
we learn, develop and refine.*



Solution Mindset

4 Solution Mindset

There is no shortage of problems in the world. We encounter them every day at home, in our business, our communities and society. It's not unusual, when problems arise, to be frustrated or troubled. However, if we stay frustrated, then the problem is exacerbated and can fast track its way through our thinking and behavior in a negative manner.

On the other hand, when you adopt a solution mindset, you'll see each obstacle you face merely as a challenge to be overcome. In doing so, you gain the confidence and ability needed to resolve the situation. When you start seeing things from a solution mindset, you'll experience life differently.

Here are four steps to developing a solution mindset.

1. Get curious. As soon as a problem surfaces, exhale your frustration and inhale curiosity. Make the choice to discover the core problem and be open to exploring solutions. Investigate, evaluate and activate the solution.
2. Be objective. A problem mindset person faces each obstacle, problem or hurdle with a "why me?" attitude. When you're a solution mindset person, the first thing you do when encountering a problem is to remove your ego from the situation. Then you can channel your energy into finding ways to overcome it and progress forward.

4 Solution Mindset

3. Be creative. Albert Einstein once said, “We are boxed in by the boundary of our thinking.” By committing to a solution mindset, brainstorming ideas and options can open the door to innovative alternatives. Integrating your uniqueness with that of others, has a synergistic multiplier effect and everyone benefits.

4. Take action. When you’ve explored all options, take action by making an informed decision and then implement that decision.

By committing to a solution mindset and following these steps, you’re choosing success, honoring your uniqueness (and the uniqueness of those you include in your brainstorming), and strengthening your confidence and competence. It’s a win win win. Granted, it takes time, discipline and practice, just like learning to drive a car. Be persistent. After a few failed attempts, don’t give up. Be patient with yourself. Integrating any new behavior is an ongoing process. Take note of the incremental successes you experience with each new opportunity to practice your solution mindset.

To find the solution, you must let go of the problem.



*Expect Progress,
Not Perfection*

5 Expect Progress, Not Perfection

The harshest and most critical voice you hear may well be your own. It's the non-stop mental chatter that runs 24/7 whether you're conscious of it or not. For many of us, that mental monologue is not supportive, encouraging, motivating or uplifting. Rather, it's often negative, judgmental and erodes your confidence.

The definition of the word progress is the process of improving or developing something over a period of time. That's exactly what we are as entrepreneurs, as women, as human beings - in the process of progressing.

Day by day we learn new ways of living in success, honoring our uniqueness, building our confidence and competence, and developing a solution mindset. Some days we do better than others because we're human beings, not machines. Sometimes we feel pressured to achieve perfection set down by ourselves as well as others, society, our families and friends. When we fall short of perfection, the critic within us has an open license to bring us down.

What is perfectionism? According to Brené Brown, researcher and author of *The Gifts of Imperfection*: “Perfectionism is a self-destructive and addictive belief system that fuels this primary thought: If I look perfect, live perfectly, and do everything perfectly, I can avoid or minimize the painful feelings of shame, judgment and blame.”

5 Expect Progress, Not Perfection

Setting aside the expectation of perfection will give you the freedom and flexibility to explore, embrace and expand your thinking. It also allows you to lighten up and not take yourself so seriously. Don't lose sleep over things you can't control. Don't worry about doing every single thing exactly right. Instead, go easy and resist the temptation to become mired in self-criticism.

Admittedly, I'm a recovering perfectionist. I used to make perfect plans – marketing plans, launch plans, perfect scripts for videos and live events. I was so busy making everything perfect, I forgot to live, there was no room to breathe, to relax. I have learned to relinquish the debilitating drive for perfection. The miracle of letting go of that unrealistic expectation is that I can experience joy and fulfillment each day.

Perfectionism is not the same as self-improvement or wanting to be your best. Letting go of the perfectionist mentality is the first step toward self-improvement and wanting to show up as your real, authentic self. For me, it was such a relief to put down the burden of unrealistic expectations, to feel unencumbered and free to breathe. Today, my goal is do the best I can and be grateful for the opportunity.

Today I'm grateful for the progress.

In Conclusion...

With each passing year, there's a steady rise in the number of women stepping into the entrepreneurial world. According to a recent report from PRNewswire, there are 252 million women-owned businesses in the world. In a 2019 report issued by NAWBO, there were 11.6 million woman-owned businesses in U.S. and 40% of the new entrepreneurs in the United States are women—the highest percentage since 1996. For women business owners, the future holds untold opportunities as more and more of us make the choice to step into the driver's seat of our future.

My hope is **The 5 Success Essentials of Every Woman Entrepreneur** provides you with the encouragement to be more of who you are, to share yourself with the world and not be distracted by negative self-talk or attitudes. I think it's crucial that we focus on the positive strides those before us have made. There are a great many women creating groundbreaking businesses today and making an impact in the world in powerful and meaningful ways.

My desire is to support you along your journey. I would love to hear from you ... your challenges and your wins, your questions and your solutions.

Be sure to check out the plethora (I love that word!) of resources I've created for you www.SusanBock.com/Resources.

Your questions, comments, observations and opinions are welcome: Susan@SusanBock.com.

Here are some of the women that provide me with inspiration. Who inspires you? I'd love to know.

Eileen Fisher

American Clothing Designer



“Life-fulfilling work is never about the money - when you feel true passion for something, you instinctively find ways to nurture it.”

Arianna Huffington, the founder of Huffington Post, and perhaps one of the world's most well-known women entrepreneurs learned the hard way that exhaustion can hinder even the most successful high-achiever. She once collapsed from sleep deprivation and broke her cheekbone from the fall. It was the wake-up call she needed to reorient her viewpoint on success. She recently authored two books to address not only sleep deprivation but also what success really means: *The Sleep Revolution* and *Thrive*. These writings reflect a message that Arianna is passionate about: redefining success outside of money and power while prioritizing sleep and downtime for optimal performance.



“It is impossible to live without failing at something, unless you live so cautiously that you might as well not have lived at all--in which case, you fail by default.”

J.K. Rowling

Author





Media mogul **Oprah Winfrey** is listed among the world's richest people. Of course, she's made our list of top women entrepreneurs. Her secret to success? She insists it's her service-based business approach: "We were the No. 1 show for 25 years, and that's because I lived with the intention of serving the audience." If you ever watched her show, you'd know that it was a cultural beacon of inspiration on many fronts. She'd regularly showcase a gallery of accounts around perseverance, success, and healing that attracted millions of viewers and fans. It was these stories that gave hope to the masses and served those looking for examples of success to follow.

Sara Blakely
Founder of Spanx



"It's important to be willing to make mistakes. The worst thing that can happen is you become memorable."