



Sherry Jordan ~Coach

Small Business Coach, Consultant, Speaker, Author

Guest: Sherry Jordan

Skype: northwestcoaching

Email: sherry@sherryjordancoach.com

Websites: www.sherryjordancoach.com and www.planitdoitloveit.com

Phone: 971-770-5123

Sherry Jordan is a small business consultant who has spent the past 15 years working with business owners create a successful business while living a lifestyle they love. Her new book, ***Plan It! Do It! Love It! Be Outrageously Successful Living the Small Business Lifestyle***, captures and shares an arsenal of strategic advice on how to plan and execute a successful business strategy without sacrificing joy and fulfillment of a rich personal life.

Five Topics of Discussion:

1. **Open a small business at any age** ~first job, mid-career, encore career. Your age and experience can be an asset and is the reason more and more people over 50 are opening their own business.
2. **There are 5 factors that contribute to small business success.**
 1. Desire to own a business and ongoing commitment to do what is necessary
 2. A SMART Plan
 3. Aligning the plan and the business with your life priorities and values.
 4. The right team – professionals, peers, partners, staff
 5. The right product, at the right price, in the right market.
3. **Small business ownership should bring you joy, personal satisfaction, and a lifestyle you want most.** It can be the answer to your personal and professional dreams but that does

not mean it is easy. Planning, execution, and a commitment to the safeguards that keep your love affair with your business alive are critical.

4. There are 5 top safeguards for keeping a love affair with your business and your small business lifestyle alive.

1. **Do what you do best every day.** As a small business owner it is easy to get caught up in doing it all, wearing all the “hats”, some of them you love and some of them you hate. Owners are most successful if they do what they do best every day and outsource or delegate the rest.
2. **Set clear and appropriate boundaries.** You are the only person that can set boundaries for the way you work and the way you live. If you do not have clear boundaries, your business may steal the joy out of your life or your life might steal the performance of your business.
3. **Build a team of trusted advisors** both professionals and peers. Every business owner has a need for resources and support. The right team can help you build your business, avoid mistakes, solve problems, develop professionally, and inspire you to create more than you ever dreamed possible. They can shorten the time you might spend learning or achieving anything.
4. **Take time to reflect and refresh.** So many small business owners open a business so that they will have more time for recreation, family, personal pursuits, and more but they do not make “non-work” time a priority. Soon they become overwhelmed, exhausted, and then resentful.
5. **Have the right attitude.** Attitude is free and powerful. Focus on creating and maintaining the right attitude – optimism, mindfulness, respect for self, and respect for others. You and you alone control your attitude. When you make the positive choice your outcome is higher productivity, better business results, and a more joyful life.

Other important concepts

- **Facts on small business ownership:** Approximately 543,000 new small businesses start each month (6.5 million each year) of which 50% will survive at least 5 years.
- **Planning is the mostly commonly overlooked business success component.** Planning is essential but does not have to be complicated or overly time consuming. Sherry has developed a system specifically for small business owners called 6 Step Planning™. Six easy steps that answer six easy questions.
- **Small business owners and entrepreneurs are not the same.** Small business owners view their business as their livelihood, career, and legacy. Entrepreneurs view a business as a speculation, an opportunity, or a project.
- **Top 5 Small Business Challenges;**
 - a. Absence of a clear, concise, time sensitive, up-to-date plan.
 - b. Lack of business experience or acumen
 - c. Time management - focusing on priorities, spending time on executive issues, time to refresh and reflect.
 - d. Money – charging what they are worth, managing expenses, collecting
 - e. Slow, sustainable growth – trying to grow too fast
- **You are a factor in your business success.** Small business owners can be more successful if they consider how their own behavior and actions contribute to or detract from achieving business success. The most crucial choices people make are often some of the simplest. It's easy to get caught up and overwhelmed.
- **It is not easy to relinquish control, but it is critical to know when you need help and ask for it.** Your ability to hire staff, delegate and outsource can help you reach your professional and your personal goals much quicker.
- **Success takes time.** It is rare for a business to be profitable in the first year or for it to meet personal income goals in the first year. Reaching revenue, profit, business development, personal income and other goals typically takes between 3-5 years. Having a safety net and back-up plan are critical. Prepare today to survive the long term.
- **Trust your Inner Voice.** Your inner voice will keep you out of danger and help you to avoid pain. It will help you sort out the differences between work and life.

Interview Questions

1. Who makes a great small business owner? Can anyone open their own business?
2. Is there a perfect time or age to open a small business?
3. What does it take to be successful as a small business owner?
4. What sets the survivors apart from those that fail?
5. Why do people typically open their own business? Are they trying to satisfy specific needs? If so, what are they?
6. Which business owners find the most happiness?
7. We hear about business owners who have overnight success. Is there a formula for that?
8. What percentage of small business fail and why?
9. What is the most common mistake made by new business owners?
10. Small business owner and entrepreneur are often used interchangeably. Are they the same? If not, what are the differences?
11. Every small business owner faces challenges. What are the most common?
12. Are the challenges easier, harder as the business matures?
13. How long does it take to build a successful business?
14. What advice would you give anyone who wants to open their own business?
15. What advice would you give those that own their own business but are sure it is the right career choice for them?

Plan It! Do It! Love It!

Be Outrageously Successful Living the Small Business Lifestyle

Sherry B. Jordan

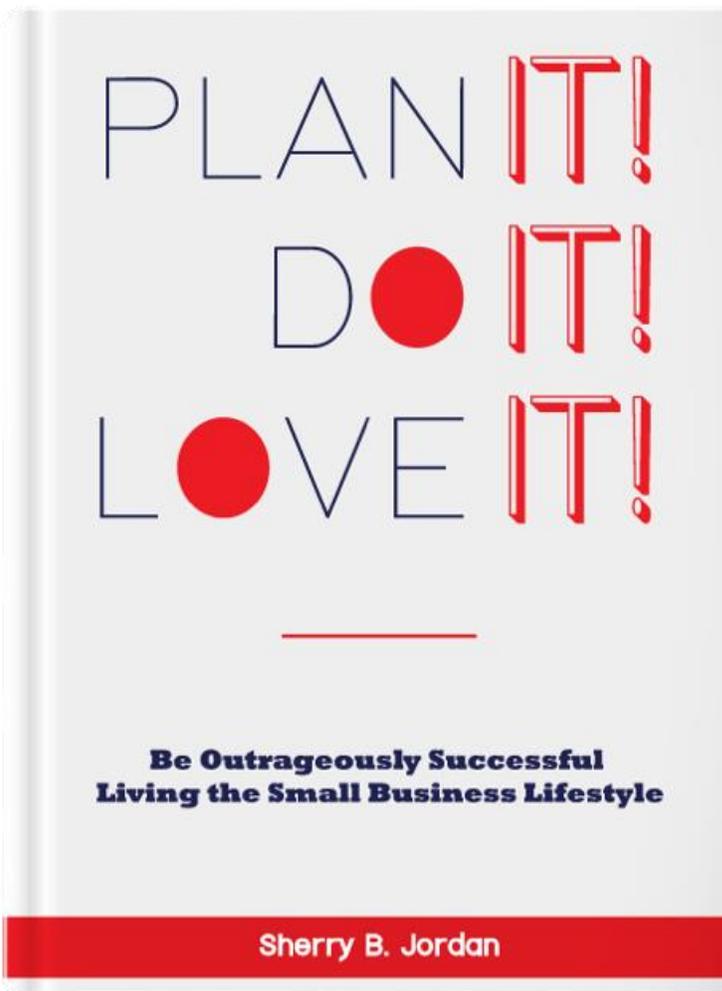
List \$17.95 Paperback also available in Kindle

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This guide takes you through all the steps to running your small business with the least amount of stress and confusion through tried and true planning techniques that are easily executable. It offers tips on how to integrate your life into your business and your business into your life. At the end, you will be right where you should be — living and loving the small business lifestyle.



For more information visit www.planitdoitloveit.com

About the Author



For over 20 years, Sherry Jordan has been coaching high performance executives, small business owners, solo entrepreneurs, and professional teams to success. She is a small business consultant and trained psychotherapist with a background in individual and group counseling. She uses her system 6 Step Planning™ to help small business owners build high performing, profitable businesses and create a lifestyle that aligns with their values, purpose and priorities. She is a professional speaker in the fields of strategic planning, change and change management. She has served on the Board of Directors for the Homebuilders Association of Metro Portland, the National Brain Tumor Foundation, Homeowners.com, LT Public Relations and COPE. Sherry is also a teacher, trainer and author on the subjects of planning, building strategic partnerships, psychology of change, harnessing the power of accountability, and the living a life of small business bliss.

She has received a Master's - Summa Cum Laude, in Counseling Psychology from Webster University a Bachelor of Arts - Summa Cum Laude, Jacksonville University.

She is the founder of Sherry Jordan, Coach, Peak Performance Resources, Inc., and The Northwest Coaching Group, Inc. She lives in Portland, Oregon.