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## Sherry Jordan Coach

### Small Business Coach, Consultant, Speaker, Author

Sherry Jordan knows how to guide and inspire small business owners on a journey from their decision to own their own business to living a lucrative and blissful small business lifestyle.

Raised in a family where five generations created and managed their own business as farmers, grocery owners, retail shop keepers, tradesmen, and professionals, Sherry spent over 20 years in a corporate environment before a life-threatening illness caused her to examine her life priorities and how work and career, she had created fit in. In 2000 Sherry started her own business and for the past 15 years she has worked as coach, consultant, and counselor helping other small business owners develop ways to make a living and live a less stressful more joyful life doing what they love to do.

In her first book, ***Plan It! Do It! Love It! Be Outrageously Successful Living the Small Business Lifestyle***, she 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.

*“This book will become the ‘bible’ of small business planning and growth for business owners at all stages of their development. Mixing just the right amount of real-life stories with solid, action-oriented tips and advice, when you follow Sherry’s system your business will succeed!”* – Marcia Bench, Best Selling Author of *Become an Inspirational Thought Leader* and 24 other books, business coach, speaker and trainer



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*“Sherry provides concrete solutions and breaks action down into manageable, tangible steps.”* Rebecca Ross, Nutritional Therapist

*“I've run my own business since 1994. I've attended countless workshops, seminars, and conferences about growing my business. None of those have been as valuable as the advice from Sherry Jordan.”* JR Hinds, Hinds and Associates

## KEY CONCEPTS:

**Here are a few key concepts that are outlined in the book and a part of Sherry's ongoing practice.**

1. **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.
2. **There are factors that contribute to success for the survivors.** They include:
  - a. Having a clear plan.
  - b. Having the right product, at the price, in the right market.
  - c. Having the time and commitment to match what you want from your business with what you are willing to contribute. [i.e. Be clear on what benefits we hope to gain ~ flexibility, control, money. Be clear on what role you want the business to play in your life and schedule]
  - d. Having enough time and money to succeed. Success takes time. You have to “live” while you create. Average time from start to profit is 3-5 years.
  - e. Viewing your business ownership as a job not a hobby. Taking it seriously and working on it diligently from the first day until you reach your goals. Repeat.



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3. **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.
4. **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.
5. **Small business owners are most successful and content when they:**
  - a. Align their business with their life dreams, values, and priorities.
  - b. Do not sacrifice their personal life for their business life.
  - c. Do what they do best every day.
  - d. Have realistic expectations but challenge their potential.
  - e. Set clear boundaries between work and other areas of life.
  - f. Don't work in a vacuum – avoid isolation, have resources to fill their gaps, peers for feedback and support.
6. **Top 5 Small Business Challenges;**
  - a. Absence of a clear, concise, time sensitive, up-to-date plan.
  - b. Lack of business experience or acumen – skill deficits in financial management practices, marketing, human resources, people management, selling
  - 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 what is owed them.
  - e. Time to succeed – trying to grow too fast
  - f. Confidence



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*“This book is great!! It got me focused right in time for our annual planning meeting. I bought copies for my partners ... I realized we've become way too informal and it is impacting our ability to succeed.”* Geoff Burt, Better Homes and Gardens Realty

## **Here’s a sample of some of her recommendations for small business bliss:**

**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.

**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.

**Boundaries are critical to a balance between work and life.** 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. You need boundaries for work and all other areas of life; boundaries with employees; and boundaries on personal and business money and investments.

**It is not easy to relinquish control, but it is critical to know when you need help and ask for it.** Be willing to ask for help and accept it – personally and professionally. Your ability to hire staff,



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delegate and outsource will offer can help you reach your professional and your personal goals much quicker.

**Surrounding yourself with the right people and resources – in work and in life – makes everything easier.** Every business owner has a need for resources and support. Not just anyone will do. You must select them carefully. They must meet the criteria you have set their purpose. The right team can help build your business, develop professionally, and inspire you to create more than you ever dreamed possible. They can shorten the time you spend to learn or achieve anything.

**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.

**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.



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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 Masters - 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.