

## Episode #2: An Introduction to Business Minimalism

Full Episode Transcript

# Six-Figure Simplify

with Blu Cameron



*Hosted by Blu Cameron*

***Six-Figure Simplify with Blu Cameron***

## Episode #2: An Introduction to Business Minimalism

So what is business minimalism and how exactly is it's going to help you become a six figure soulpreneur?

I got you in today's episode.

Hello, Hi, My name is Blu - I'm a simplicity strategist and I'm here to help you simplify your solopreneur business to make your next six figures.

Today's episode is all about business minimalism my secret weapon in helping you to simplify your solopreneur business.

We're gonna dive into exactly what business minimalism is, how I adopted it into my own business strategy, and why it is so important to utilize business minimalism as a six figure solopreneur - so let's get into it.

So this is really exciting because I feel like business minimalism has been a little secret within the online business space that no one wants to talk about. But if you know me, you know that I am all about getting really good at the skill of simplifying and doing business differently.

And what I found that works for me is not chasing after a "be everywhere, do everything" kind of strategy that is pushed in the online space but instead embracing the fact that my path to success and what I imagine your paths to success to is honing in on what it is that you're good at and letting go of everything else and that is essentially the ethos behind business minimalism.

So what exactly is business minimalism?

So the term itself do a little bit of sleuthing online and the term minimalist business it actually first appeared in 2009 within a self-published e-book by Everett Bogue. In his book, *Minimalist Business*.

So what he defines as a minimalist business goes as follows, right?

1. *A minimalist business is one a business that has no or very little overhead;*
2. *Employs as few people as possible - ideally only one;*
3. *It runs on automation in order to free up as much of the owner's time as possible.*

Now even though this was written in 2009, I feel like this is still very accurate to how you can define what a minimalist business actually is. But I've adapted it. I've taken on my own definition if you will, because I like to do that.

And what I have found in defining business minimalism is that this is expanding upon just what is a minimalist business. This is really focused on the framework itself, the movement, if you will.

So here's my definition of business minimalism:

***Six-Figure Simplify with Blu Cameron***

## **Episode #2: An Introduction to Business Minimalism**

**It is centering only what is ESSENTIAL in your business, removing everything else that is not essential and not required for your version of success.**

This is so juicy so yummy and really important.

And I really want to zero in on the piece where I say your version of success right because I think it is really important to understand the importance of individualized goals, right?

Of course, we all want to make money with our business. That's why we have our business in the first place.

Otherwise, we would have a hobby. We would have a passion. We would have something else that is not in the form of a business itself, right?

But specifically for a business like in order to have it function and run at its best capacity. There has to be revenue that is generated within it.

This allows us to not only do the things that we want to do within our business.

But now the business itself becomes a vehicle for other actions to take place through and even if that action is that you yourself want to live a life that is in alignment with your values, right? Let's say that you're somebody that highly values freedom: time freedom, financial freedom, location freedom.

A minimalist business can really serve you because by not having tons of overhead by not having to worry about hiring a whole team of people right and by utilizing automation to take back as much time as possible.

You're now able to generate revenue without necessarily being tied to a specific location being tied to working specific hours all those things and embracing business minimalism as a movement, as a framework, as a way of life.

That's that's really powerful, right? Because now you are making this commitment and making a decision from your identity as a six-figure soul, Pani where so I think business minimalism is really important.

Also because it's a process as well.

It's a process of centering ease and simplicity while still reaching your goals and the model that I think best encompasses business minimalism is the following and it's only three words. And I love using it and you're gonna hear me use it many many more times in the future. But it is this business minimalism is about learning how to do less, better.

## Episode #2: An Introduction to Business Minimalism

So how exactly did I adopt business minimalism into my own business strategy?

So as I mentioned in the previous episode, this is my third online business. So when I started my online business, I noticed that my success grew because I was doing it all so I want to just address this very quickly.

By no means am I saying that business minimalism is the only path to success. It is one of *many* paths to success that you can choose and my story is very evident of that. So when I started in the online business space in 2010/ 2011, there was you know a very particular path to success and I followed it and it worked for me at that time.

So this taught me two things right growing success by doing it all it taught me that it wasn't actually that difficult to become successful because success is really just being able to follow particular steps and achieving them.

That's really it if you're able to follow directions you can become successful.

And when we think about it, right? Like this is very true even within business spaces that maybe we're not as passionate about right or even if you have like a corporate background or traditional 9-5 job like as long as they're able to like follow directions to do like what is laid out for you.

Then you can pretty much follow a path that is going to ascend you within that space

So it's not difficult in the sense of like the steps themselves are hard. But it's more of like the discipline that is required to follow those directions to do

Like what is laid out for you like not everybody has that and I think that's what where like this muddiness around like what's required to become successful really comes from so that was the first thing my success taught me and the second thing was that long-term success was going to require me to do things my way.

Let me dig a little bit deeper into exactly what I mean by this right in my first online business.

I was a freelance writer. It took me three years of hustling before I hit my first four-figure month and, again, there's there's many different factors that kind of went into this.

But I think the biggest one is that for most of my freelance writing career. I was a generalist. I didn't have a specific niche or I did but it was like not a very narrowed down niche itself. It was very general. So I was a culture writer. I wrote from about everything from sex to comics and like I was just all over the place.

And I think that's why it took me so long because I kind of like it took me a very long time to create consistency for myself to make a name for myself because I was so all over the map and

## **Episode #2: An Introduction to Business Minimalism**

then also a very long time for me to get anchor clients that allowed me to have these four-figure months.

And what I noticed is that in the entire span of my freelance career, I always needed to supplement my freelance income with other tasks, no matter how hard I tried.

So, you know, there's so many things that I can take away from that but ultimately I knew that freelancing was not going to be the path for me because this was what was required to be successful in that space was not what was in alignment for me.

So in my second business taking all these lessons, right? I was like, okay, let's let's try again at this time as a sex of business coach. And because I had this previous success this previous knowledge that I was coming in with I had a better idea of what it was that I wanted to achieve what my values were and what my version of success was

So that allowed me to kind of hit the ground running.

So I was able to make my first four figures in my first month and I want to zero in on this really quick because this was a combination of three main business models that I was doing underneath this sexed business coach umbrella that first four-figure month happened majorly from digital products.

I was selling a \$29 e-book, believe it or not, and that's how I made my first four figures that month. And along with digital products, I was also doing coaching and I was an active sex educator. So I started going out into the community working with different organizations and individuals and teaching sex ed right and getting paid for that.

So these are all three different business models I was doing underneath this one umbrella that allowed me to create four figures and to essentially build the runway to let's say about my first like \$50K.

And what I found is that once I hit around that \$50K mark, I realized it was really unsustainable for me to keep this up. You'll notice that's a theme.

I noticed that my energy was dwindling. I was like tired all the time. I really didn't have a lot of free time, because I was doing just a lot of both active and passive income generating tasks and they all required a high output of energy for me.

So I realized like okay: "If my goal is to make my first \$100K, I need to zero in on just like one thing." What is it that I wanted to do and this was how I made this decision. It was essentially a mix of my own intuition of what is it that I actually like doing and also what the data was actually showing me.

## Episode #2: An Introduction to Business Minimalism

So at the time, I thought this was really cool and something that I encouraged my clients to do as well.

I tracked every single dollar so I made just like a circle graph in Canva and every time I made a sale, I would input it into a specific piece of the pie chart.

So at this point, once I made around \$50K, I started going back and looking at this pie chart. And I realized that even though [the] majority of it was coming from digital products, that's not where I wanted to zero in my focus.

I wanted to zero in my focus on coaching - which was the second-largest piece of the pie at the time.

So I thought to myself alright, what if I released everything else that I was doing and I simplified only on just coaching like what would happen?

So, that's what I did. I stopped selling my digital products. I made it so that the only way to work with me was through coaching and [focused on] coaching other sex educators to, you know, create their own business.

And what happens? I mean my first six figures in that first year - all from that ONE decision to simplify down to just coaching.

So that's really how I began to adapt business minimalism into my own business strategy and it just really took off for me.

I noticed that I had so much more energy. I was so much more passionate about what I was doing, and it helped me to make better decisions faster; to do less better and to actually start living the life that I wanted to live while being supported by the business that I wanted to have in the long run.

So this is why I encourage all of my clients and every solopreneur that wants to make six figures to use business minimalism.

Because becoming a six-figure solopreneur requires you to focus and to make decisions, right?

That's how you build the skill of simplifying and embracing business minimalism being able to focus and to make decisions.

These are practices that business minimalism requires you to master in order to utilize them

And that's really the key here.

## Episode #2: An Introduction to Business Minimalism

You're not going to be successful using business minimalism by trying to do it all but instead embracing this mindset of I can master less things. I can be a master of one and get so good at it.

So that I can create a business that supports the life that I actually want to have and not the other way around by learning how to build the skill of simplifying and focusing and making six-figure solopreneur decisions.

That's how you're able to actually step into this identity and to create a six-figure solopreneur business in general and, of course, if you want my help with that, then I encourage you to apply to [Six Figure Simplify](#).

This is my one-on-one consulting program where I work with you to embrace business minimalism and to know exactly what to simplify in your business, and that you can make your next six figures.

All the information for that is available in the [show notes](#), so you can head on there to get all the details and apply.

All right, that's all I have for today's episode and I'll see you in the next one. Bye!