

Episode #3: When Is It Time to Simplify Your Business?

Full Episode Transcript

Six-Figure Simplify

with Blu Cameron



Hosted by Blu Cameron

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Episode #3: When Is It Time to Simplify Your Business?

So when exactly is the best time for you to simplify your business?

This episode is going to break it all down and prepare you for the process.

Hi, hello, welcome or welcome back to the six-figure simplify podcast.

I'm your host Blu and I am a simplicity strategist here to help you simplify your solopreneur business to make your next six figures.

Today's episode is all about answering a frequently asked question that I often get: *When exactly is the best time for you to simplify your business?*

So this episode is going to lay it all out. We're going to talk about misconceptions and what the process of simplifying or preparing for the process of simplifying actually looks like.

So this question is something that I get quite often, right?

It's like Blu, when do I know that I am ready to simplify my business, that my business is at the stage where simplifying is actually going to help move it forward?

And I think that this is quite interesting because when I hear this question, I often think about procrastination and our relationship to it as business owners.

This idea that, you know, we have to be in a particular place. We have to be in a particular stage and until we get to that point, we can hold off on making the decisions that are actually going to move our business forward.

So when I hear this question, I often want to follow up with, you know, why do you think that you're not in a space where you're ready to simplify your business?

So that is one of the biggest misconceptions because the reality is you already have the foundations in place.

The answer to this question, I'll just give it to you right now, is that you are ready to simplify your business.

Now is the best time to simplify your business and the reason for that is because, not just simplifying your business is the best way to become a six-figure solopreneur, but because it prevents burnout.

When it comes to prevention, I do want to say this, prevention happens before the thing that we want to avoid is even a possibility.

It's not going to be as effective when we wait until it's already happening.

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So when I have clients or people that are interested in working with me that are already experiencing burnout, they're already at the point where they're like, look, if this doesn't work, I'm ready to just throw in the towel, quit my business and go back to a 9-5. That's when I know that we're in a red zone, right?

I know that we are past the optimal point of simplifying the business and instead now we're in this urgency state that makes the process of simplifying actually a lot harder because there's so much internal and external pressure that's happening that needs to be addressed before the process of simplifying can even really be done.

And so that's what I really want to instill with this episode that simplifying is not a cure-all. It's not something that's going to save your business and it is best done before burnout is even a possibility of happening.

Simplifying your business prevents burnout from happening in the first place.

So you don't want to wait until after you're already experiencing these things to the point where you're ready to quit your business. The best time to simplify your business is right now, when you have already built that success, taken action, built that momentum and you're starting to think about the future of your business.

You're starting to consider what kind of business do I actually want to have? What business model is going to support my goal of hitting and surpassing six figures? And what do I need to do or create or focus on in order to get there?

That is when you know you are in the best place to start simplifying your business.

So I actually want to share what this process looked like for me and my business.

So as you know from previous episodes, this is my third solopreneur business. I've been a freelance writer and I've been a business coach before this - business coach in a very particular niche.

I was a sex ed business coach and I was in this exact place where I wasn't sure that I was in the right place to simplify my business and that delaying of that decision actually prevented me from hitting my goals way sooner than I could have.

So when I was trying to make my first six figures as a coach, I had absolutely no idea what I was doing.

How did I respond to that?

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I ended up doing everything and the moment that I knew that simplifying my business was a decision that I needed to make.

It was when I was at the stage that so many of you are in right now.

So I've already made around my first \$50K. It's about in that halfway mark.

So this means that I had already done a few things: I had already taken action. I had already experimented through practicing making offers even if I wasn't super thrilled about them or just like I was curious about how they would end up, how people would react, how I would feel about them over time.

Even if I didn't have 100% knowledge of how any of these were going to turn out, I was just going to try them for the sake of curiosity and creating data for myself to make decisions moving forward.

And so I had already done that.

I had taken what we often refer to as messy action. And as a result, I had the revenue and the forward momentum of knowing okay, this is a particular path that's going to get me to my goal.

I'm now in a place where I have data to actually reevaluate and to examine is this what I want to continue to do and do I need to change the decisions that I'm making in order to reach my goal.

So at this point, what did my business look like?

Well, I had about three different business models that I was simultaneously doing.

So I was still an active sex educator, meaning that I was still going out into the community. I was still teaching sex education one-on-one to clients, to individuals, to organizations. So that was one business model.

The second was that I also offered digital products.

I started with a \$29 ebook and that eventually grew to a second ebook, multiple masterclasses, and just like a library of digital resources that people could purchase on demand to learn about how to build a business as a sex educator.

And then the third model was, of course, coaching. I experimented with both group, like a small group coaching program as well as one-on-one coaching at that point.

So I had three distinct business models that helped me to get to my first \$50K mark. Along with that, right, I had to keep up with the support required to keep these offers going.

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So I had the customer service that's required for coaching, for selling digital products.

I had the upkeep of reaching out to these different organizations: pitching myself, going through the process of going back and forth with budgets and invoices, and logistics before these in-person events could occur.

And on top of that, I also had a really messy marketing strategy in the sense that I had no strategy. My strategy was I'm just going to post when I feel like it on social media and see what happens.

So I was posting essentially every single day and like waiting for when I was in the mood to post about something or when I just had that intuitive hit of like, yeah, I need to make a post.

Let's see what I can talk about.

So all of that, of course, still led me to a version of success in the sense that it got me to that first \$50K.

But I knew at that point that there were things that I needed to reevaluate in order to keep that momentum going because I knew that this was not how I wanted to make my first six figures.

I wanted to make my next six figures and it just was not the business models that I wanted to continue doing moving forward because it just wasn't sustainable for me.

This was the point where I realized I need to make different decisions in order to reach my goal, right?

I had a very specific goal. I knew I wanted to make six figures as a sex ed business coach.

What did this require me to do? It required me to start critically looking at the data from the actions that I was taking.

So not only was it a question of like, all right, what is it that I actually like doing?

But it was also like, what does the data support? What are my target audience actually responding to? What are they actually purchasing?

How is the process of supporting that offer and where could things be simplified even further?

Where can things be a lot easier than how I was making them in the moment?

So when I realized what it was that was missing, which was essentially simplifying what I was doing.

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I was working way too hard for the results. So how can I make things easier on myself by simplifying my business?

Once I realized what was missing, that's when I made the decision that I was going to be a sex ed business coach. So I let go of the digital products. I stopped doing actual in-person sex educating and I focused completely on supporting other sex educators and sexuality professionals in creating their own business.

That was when I meet my first six figures in revenue as a business coach.

So I say all this to say that if you are in this space right now where you know, you are on the cusp of change where you've had success and if you continue doing what you're doing, yes, you could very much reach your next six figures, no problem.

But you know that you want to do things differently.

You know that there is an easier way to do things that is a sign that you are in the best place to simplify your business and most importantly, burnout is not on the horizon.

It's not something that's looming over your head.

You're feeling good about your business and you want to amplify those good feelings by getting even better results.

That's how you know that you are in the best stage to simplify your business.

If this is where you're at in your business, then I highly recommend that you apply to work with me inside of [Six Figure Simplify](#).

This is my one-on-one consulting program where I help you to completely simplify your business to make your next \$100K.

All of the information for the program is available in the [show notes](#) of this episode. So go ahead, scroll down and check out all the information and apply.

All right, that is everything I have for you in this episode. I'll see you in the next one. Bye!