

#B2BSESSION

BREAK THE CYCLE

I remember I felt a *dejavu* of exactly where I was working, what I was doing, everything. That's when I realized I was doing this **EXACTLY** one year ago. I think we all can feel that we are working so hard, but in reality we are running in circles. When we are trying to grow our bands, build our following, push our businesses out of the forest, it's best you use a road map.

So, what causes us to be in the same position that we started in? You are in the same spot because of your **EXPECTATIONS**. You already know that post will only get up to 22 likes. You expect no-one to watch. You need to break your expectations. How? Stop doing the obvious! You are predictable. Your social media is predictable. Stop.

What can we do to break our expectations:

1. Try new things. Techniques, ways of planning, different kinds of content.
2. Try new routines. Work routine, morning routine, etc.
3. Work according to your blueprint. (Mission Statement)

Break your expectations by **HAVING NO EXPECTATIONS**. As soon as you set expectations, you set the bar. Do something that is so far outside of your normal that you couldn't assume the results.

Let me ask, what was your financial routine last year? What was your work routine? What was your breakfast routine? Big difference? No? Slightly different? If you went back on your social a year/month from now, is your content the same?

Not is your **QUALITY** different, is your **CONTENT**?

Best way to break the cycle is to **STOP!**

We all know the phrase that people who want to seem like entrepreneurs say, "You know, insanity is doing the same thing over & over, and expecting different results?" Posting the same thing, & expecting different results, is **STUPID!** Sorry, but that's it. So how are we going to change things?

These are ways that we can break the cycle.

- 1. Define exactly where you want to see your business in 1-5 years from today.
- 2. Plan REALISTICALLY what different events must take place to achieve that.
- 3. Move step-by-step, day-by-day.

*Here is a breakdown to help you **Break the Cycle.***

How do I feel about my current direction?

Looking back 3 months to a year, how much have I improved my marketing?

What is my ultimate goal with my business?

What events must take place to hit my ultimate goal?

What can I do this week to make my next event more achievable?

What new thing am I willing to try to market myself better?

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