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Engaging Conversations

Karyn Greenstreet

*President, Passion for Business
Internationally known speaker, author, and self-employment expert*

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Listen to the audio or follow along with the transcription of this engaging conversation between Karyn Greenstreet, and Amy Franko, Book Yourself Solid™ Sales and Marketing Mentor, recorded 7/17/2009.

It's full of inspiration and ideas for the woman entrepreneur!

Amy Franko (AF): Hello everyone and welcome. This is Amy Franko, owner of Amy Franko Consulting. I'm a Book Yourself Solid™ Sales and Marketing Mentor serving self-employed women. It is my mission to help solo service professionals get out into the world and build the business and life of their dreams, even if sales and marketing isn't something they like to do.

You can learn a little more about me and join our community at <http://www.amyfranko.com>. And today I'm so pleased to be here with Karyn Greenstreet.

Karyn, welcome.

Karyn Greenstreet (KG): Thank you. It's great to be here.

AF: Well before we begin, I'd like to take just a minute and tell our listeners a little more about you. Karyn Greenstreet is the president of Passion for Business. She is an internationally known speaker, author, and self-employment expert who has taught business and personal development topics to over 250,000 people worldwide.

She is extraordinarily passionate about helping self-employed people create the life and business that they want. She has significant experience in starting and running home-based businesses and self-employed businesses since 1981. She has had successful businesses as a professional wedding and portrait photographer, owner of a recording studio, personal growth instructor and owner of Passion for Business.

Karyn has been offering small business coaching since 1994. She has been on the teaching faculty at several schools. She was the national education director for Practice Paid Solutions where she created and taught classes on e-commerce and Creating Passive Income with information products. She is currently on the faculty of Painting and Contractors of America Contractors College, teaching classes on Internet marketing and website planning for small business owners. And if I could just add to that, I have personally taken several of Karyn's tele-classes and I hired her as my business coach last year so I can attest to the great work she does with her clients.

KG: Thanks Amy.

AF: You're welcome. Well Karyn, one of the reasons that I wanted to have this conversation with you today is because you have started and run so many successful businesses and you have a lot of wisdom and insight to share with other women entrepreneurs. So I thought I would start by asking you how you came to start Passions for Business. What started that passion?

KG: Well it's interesting. I've been self-employed since 1981 so being in business is something that I really enjoy. I don't actually remember a time, in fact for my first business I was 11. I was going to run a horse stable. At 11, you know that there is something inside of me where I just love this idea of, of running my own business. And about 15 years ago I became a life coach to help people. What I found was during the five years I did that, that most people, for whatever strange reason, were attracted to me to talk about starting a business.

AF: Okay.

KG: And I thought why am I a life coach? I'm really a small business coach.

AF: Exactly!

KG: I listened to what my audience wanted, right? Uh, and so about a five years after I became a life coach, I moved over. You know I really am a small business coach. This is what I love to do. Work with small business owners. And that's how that got started. And it really was very organic. I didn't wake up one morning and say, you know, I want to be a small business coach. I just followed the path that really was being laid in front of me very clearly.

AF: And I think that your point about you had started as a life coach and you had a lot of other businesses before that, but at one point in your career you were a life coach. And then you said you listened to your audience and started to get into that world of business and I think that a lot of entrepreneurs, women entrepreneurs probably follow a similar type of path, where your interests and your passions take you in different directions.

KG: And not only is that, but the reason I became a life coach was before that for 15 years, I owned a photography studio and I did fifty weddings a year. Then I got married and said you know what, I don't want to spend anymore weekends away from my husband.

AF: Right!

KG: So that's when I decided that I wanted to have a business that reflected my lifestyle which a lot of women do. You know if you've got new children, new babies then you need a kind of lifestyle that allows you to spend time with them. If you kids maybe need extra help after school or you're in the middle of a divorce or you're taking care of your sick parents, then your business has to reflect like that. I'm sure it's the same for men, but really for women, it's really strongly

about making sure that your business reflects who you are and what you are going through. And sometimes your business changes like mine did, because you say 'you know what, I don't want to spend every weekend away from my family and there for I can't do X anymore, I've got to open up another something else'.

AF: Right! And I read a statistic where that over 75% of new businesses are really started by women. And that's about double the rate of the guys.

KG: Yeah!

AF: So, your comments about lifestyle many women look to that entrepreneurship because maybe they aren't getting those lifestyle options within their corporate job. So they are making that leap into the realm of self-employment to get those lifestyle options for them selves.

KG: Exactly! And for men too. First you decide what it is you want your lifestyle to be like. And then you work your business around that. Otherwise you're working 80 or 90 hours a week and thinking this isn't the way that I want to live. It's so important to stay in love with your business and you can't do that when your business lost to you.

AF: Right! I'll repeat that for the listeners, I think that it's so important that you have to have a vision for what you want your life to be like and then the business that fits the vision of your life.

KG: If you find that your life is changing, then your business probably has to change as well in some way, not like me when I took the leap from being a photographer to a coach, but maybe in a small way.

AF: And when you look back on the different businesses that you started and up through today, are there any strengths that stand out to you that really helped you succeed to get to where you are?

KG: The first one is, hence the name of my business, Passion for Business, is passion. You have to be in love with your business. All aspects of your business and I know a lot of people who don't like marketing or I don't like bookkeeping. And I would equate that to you know what, if you had a baby and said well I don't like changing diapers so I'm just not going to do that.

That's not going to work. You have to be as passionately in love with your business as you would be with anything and being willing to do the things you don't necessarily want to do. Nobody wants to clean kitty liter. Nobody wants to change diapers.

AF: Right!

KG: No one wants to scrub the crud off your car, but you do these things because you love that thing to the point where you know that taking care of it and growing it and maintaining it is all part of the package.

AF: Right!

KG: And that's where the passion comes in. If you are so in love with your business then that takes you so much further. That kind of enthusiasm takes you so much further than practically anything. But with that said, you also have to be the kind of person who has a lot of perseverance. You've got to be willing to walk over or around or under any rock that gets in your path. You've got to be a life-long learner because you're always going to be learning something new. Both about how to run your business, but also, the business that you do, I mean, if you are a dentist you're going to have new things coming up. You are a professional organizer. There are new techniques to learn. You've got to be willing and open to learning all the time, including new marketing techniques and new ways of using your computer. I mean there's so much to learn.

So you've got to be willing to keep your mind open and to be absorbing. And certainly you have to be good at the tactical things, time management and project management, and having a to-do list, and getting things done and not procrastinating. I was at a seminar with Jack Canfield about two months ago and he said if you ever want to grow as a person, you need to do three things. You need to get married, you need to have a child, and you need to start your own business.

AF: I'm seriously writing these down.

KG: And he's right because all of these things are going to push you. Places inside of you where you maybe need some personal growth. That if you don't grow and you don't change as a person, as a human being and that it's going to show in your life and in your business. So things like time management or procrastination or finding ways to getting unstuck when you are feeling like you're just trapped and you're overwhelmed. Learning how to deal with overwhelm and learning to deal with fear. All of these things come up when you own a business and it's this incredible opportunity to learn how to manage them. And then when they come up in your personal life, you already know how to do it.

AF: And you talk about your personal life. Your personal life is so much intertwined with your business life. Somebody said, and I don't remember who it was, but a business problem is often a personal problem in disguise.

KG: Exactly! Exactly! And a lot of what I talk to clients about is the nitty-gritty part of doing marketing. Sometimes, when I talk to them about how to deal with feeling overwhelmed. How to deal with procrastination. How to deal with self-sabotage, because the self in self-employment, it requires you to take care of all

these personal growth issues or else it's just going to smack you in the face. Your business isn't going to prosper.

AF: That's a great point. Taking care of the self in self-employment. I like that.

I like that a lot. Your personal expertise right now in your business is Internet marketing. And you talk about running our business and sometimes there are things about our business that we don't love, but we have to learn to love them. And sometimes marketing is one of them. So your expertise is in Internet marketing, are there any common mistakes that you see women entrepreneurs make in this area?

KG: Yeah. The first one is not strategic. What I mean by that is they don't pick the right technique and/or they don't implement those techniques in a strategic way. Women are really good at leaning the nitty-gritty. They can learn how to use Facebook. They can learn how to update their website. The tactical day-to-day things, they can master those pretty easily or they can delegate them to someone who can master them.

But the big picture thinking strategic thinking about why, why are you using this technique? How does this technique fit in with all the other techniques? A lot of small business owners don't stop to do that, because that requires a different kind of thinking. Some people are really good at the nitty-gritty and they're great about getting through a to-do list. But asking them to stop and pause and think about the big picture. Either they are just not big picture thinkers or they feel like they don't had the time to do that. And yet if you don't, you are wasting your time on marketing techniques that are not going to bring you results.

So the first thing in strategic thinking is big picture thinking. Then the second thing is testing and tracking. So you use all of these marketing techniques but if you don't have a way of tracking these to see which techniques are bringing new traffic to your website, which techniques are converting these prospects into customers, paying customers, then what's the point of doing any kind of marketing technique if you can't track it?

AF: Right! Right! And I was having this conversation with somebody yesterday, as a matter of fact. We were talking about how it's so easy to get into the to-do list and the more task oriented things, because they can be easier. And you're marking off the to-do list but it takes a lot more to bump it up to that visionary level and look at marketing strategically and choose those things that will really work in your business. And implement them. Sometimes that implementation where it falls a bit short.

KG: Exactly! Exactly! And lets face it, when you're self-employed there's an awful lot to do. Sometimes you can't implement everything. That's when thinking strategically allows you to say "here's my list of 27 million things I have to do today."

AF: Right!

KG: I don't know one woman who isn't in time constraint. I don't know one woman who says "golly, I bored. What am I going to do?" I have this, this, this, this, and I have do my nails at the same time. There's always something else to do.

AF: I don't know anybody who said "Wow! I've really finished everything on my to-do list today!"

KG: I think I'll go sit in the sun.

AF: Right!

KG: So when you are think strategically about your to-do list, you can put at the top of the list the things that are the strongest. The things that'll have the most impact today. And for the future, that you set your goal for whatever it is that you want, and then look at your to-do list and say "Do you know what? These three things. If I can get these three things done today, that is going to take me a step closer to what I want To my big goal."

I had a friend in one of my Master Mind groups that, you know I'm madly in love with Master Mind groups. And I have collogue in one of my Master Mind groups that I was involved with and she had either come up with a site or she had heard it somewhere. She only puts three things on her to-do list a day. That, she knows she can get three things done. If she gets a fourth thing, that's a bonus. And it is so brilliant to just say, okay, Monday, I will do these three things. Tuesday three things. It's great! And it takes all that pressure of overwhelm off of you and it forces you to be strategic because you have to pick those three things.

AF: That's a great tip! And when you look at those three things, you say it forces you to be strategic. And also the feeling of accomplishment that especially for women, we look for in crossing those things off the to-do list, rather than the opposite where we have ten or fifteen things on there, we've gotten through three of them and we are beating ourselves up over it.

KG: Exactly! You get to a situation in life where there's is a real sense of accomplishment and a real sense of self pride. And I mean that in a very good way. Being proud of yourself when you do accomplish the things on your to-do list. If you set yourself up for failure by saying you're going to get six or seven or eight things done in a day, then you're always going to experience yourself as less than.

AF: Right!

KG: What's the point in that? Part of your job is to keep your spirits up and so by just saying three things today. I'm going to do three things today. It's really a way of boosting your confidence, making you feel good about yourself and what you can accomplish. I think I can use this on Saturday's and Sunday's when I have household tasks to do. If I say Saturday I'm only going to do these three things and I get to a fourth thing, that's nice. But if I just stick with three things, then I know I can get those things done. I ever have that overwhelmed feeling again.

AF: Yeah, and when we talk about those three things, when you are very strategic about those things, you accomplish them, like you said, you feel a brief confidence and it will make you want to get to do those next three things the next day. Because it feels so much more doable. So we talk about being strategic, not being strategic, can be a big mistake by not testing and tracking the different marketing techniques that we use. Are there any other common mistakes that you see?

KG: I think not necessarily common mistakes, just places where growth would be preferable. How about that? One of the things is setting reasonable goals. A lot of people don't really know how to do that. They say oh I want to make a hundred thousand dollars a year and I want to do that in three months. I'm like well unless you're selling brain surgery...

AF: Or playing the lottery!

KG: Yeah. well that's probably not going to happen. I would rather see people set doable goals and just keep bumping them up every three months, than to set this big massive goal and say I'm going to do it in three months. So that's another place where people will sabotage themselves by either not having any at all saying whatever happens, happens. Or setting goals that are so unreasonable that they're really just dooming themselves.

AF: It's one extreme or the other.

KG: Yeah.

AF: So trying to find that happy medium is, like we were talking about before, taking a look at that vision for your business. What is your lifestyle like and really being thoughtful about those goals. Along with that to-do list, when you have so many goals, that the list will become so long and so overblown, you don't accomplish them and then you feel badly about yourself.

KG: Right! Exactly!

AF: The same strategy as with the to-do list. Keep it short, thoughtful, reasonable.

KG: Yes.

AF: Those are excellent tips. Those are tips that really any woman entrepreneur should be incorporating those into their business. And into their life, because our businesses and our lives are so intertwined.

KG: Absolutely! Absolutely! I mean there's an awful lot, as anybody who is in the business knows, or are starting a business. There are a lot of hats you have to wear. There are a lot of things you have to think about, but these are all things that have been studied inside out and backward. So it's not that someone can't say to you, Oh! Here's the list you need to think about. Here are some places where you might fall down. What I tell people, what I tell them is the wisdom of the world is available at your fingertips by just going over to the library.

AF: That's so true.

KG: So instead of trying to figure it out in your own head, go to the library. Hire a coach. Join a Master Mind group. Talk to someone else that owns a business. But the wisdom of the world is available for you. You don't have to do this alone. So why not? Why not reach out?

AF: Right! And there are so many great resources out there today, especially with the Internet. And when women are working what we call, on their business and in their business being in their area of expertise. In your personal experience, your business experience, you developed an expertise in Internet marketing. Is there anything, specifically, that you did to help build that expertise?

KG: Well I built my expertise because I had to use these Internet marketing skills myself.

AF: Yeah!

KG: I didn't one day wake up and say oh I want to be an Internet marketing expert. Let me study this. I had to study it.

AF: You're right actually. I hear that a lot. Where people say, I have something I want to solve for myself. That's how I developed my expertise.

KG: Exactly! It's the same thing with Master Mind groups. I wanted to be part of a Master Mind group. I had heard about this and so I just started studying it, then I created my own group. It's the same thing with Internet marketing. So I didn't start off saying oh I want to learn everything about websites but because I was just generally curious. I wanted to learn everything about how to design a website because I was going to design my own website.

The same thing with Facebook or My Space or LinkedIn or Twitter. I don't know but there must be 40 different Internet marketing techniques. Well I wanted to do the ones that I was going to do for my business and so I learned those. I didn't

learn them in like a day! It probably took me five years of every day learning something more and learning something more because I was trying to learn all 40 techniques at the same time. I'm a little weird that way.

Real people don't do it that. The thing is, pick maybe three Internet marketing techniques that you are really interested in and then start reading up on them. Take some classes or read some blogs on it or something. Every little bit of education you get for yourself on marketing techniques strengthens you and strengthens your vision. I read a blog post recently where it basically said do you realize that if you just put in one hour a day, five hours a week, that by at the end of a year, including a couple weeks of vacation That you're going to have something like 250 or 275 hours of training and that is equal to four full time college classes. An hour a day read some articles. Read a book. Take a class. Do something to educate yourself as part of your strategic plan of action on how you are going to run your business. For me, I tend to take all day Friday off. So my five or six hours were condensed into one day and that day I spend reading books, reading blogs, taking classes, listening to audio programs. Everything and anything that I could get my hands on.

AF: And that right there that you just mentioned is all tied back in to that time management, project management where you have managed the rest of your week to allow you to do that. And I'm guessing probably shut down the email, shut down all those other distractions that allowed you to do that.

KG: Yeah. You have to obviously. That's why I block out time. And one of things I do, I know what time of day that I'm really savvy and bright. There are some of the days where I'm a bit of a duck. Just about 2:30 or 3:00 I'm ready to lose it. I don't have any IQ at all at that time. And if for some odd reason where I get like a second wind and I'm working until 6:30 or 7:00 at night. But I schedule my day around when is the best time for me to do email and stuff like that. When is the best time for me to do marketing? When is the best time for me to talk to clients? And then also, when is the best time for me to rest? At 3:00 every day, my husband and I turn it all off. Because he's my business partner so I work across the hall from my husband. That in itself is another story. We haven't wanted to kill each other yet.

So that's a good thing. But we go for a walk. We go for a walk around 3:00 and get back around 5:00. We have dinner. We relax a little bit. And then we go back. So we still get our seven or eight hours a day of work in. But we do it when we're smart. And we don't do it when our biorhythms say don't work. It's the same thing for when you are leaning. I would never dream of reading a business book or marketing book at 3:00 in the afternoon. Eight or nine in the morning is the best for me, so use that as well as part of the way you're strategic about learning for your business. Is really ask yourself, when am I sharp and I can concentrate, and my energy's up? Let me use that time for my business. And the times that I'm not, let me use that time to relax or go to the grocery store or do the dishes or something that doesn't require an IQ.

AF: Well I think you hit on something very important there where learning is a key part of your business. It is not something that is optional.

KG: Right!

AF: And I hear a lot of people, a lot of women entrepreneurs say that they don't have time for that and the answer to that is you have to make the time because that is what is going to help you build your expertise. That is what's going to help you build your business and attract those ideal clients.

KG: Right!

AF: So, are there any other ideas, lessons that you would like to share with our listeners about being in the world of self-employment?

KG: Well, I think one of the things is this is an incredible time in the world when there are so many marketing techniques available to a small business owner at free or low cost. And of course, I'm thinking a lot about the Internet marketing. Also even giving speeches and stuff. I know the economy's rough right now and I know that for a lot of small business owners, even when the economy is great, they don't want to spend a million dollars on marketing.

The key here is again be strategic to which marketing techniques you want to choose but be aware there are so many techniques out there that aren't going to cost you a lot of money, but may cost you a lot of time. You have to decide when you are thinking about a marketing budget, think about a marketing budget in terms of money but also think about budgeting your marketing time. And something that may take a lot of time and if you just don't have it, then don't use that technique or find a way to make that technique automated.

The other thing is that no matter what you do for building your business, always, always, always have a professional appearance. I see too many people whose website looks like it was put together by their two year old or their writing really could have stood having them just reading it a second time. Take the extra time to do it right. And I know that, especially like for a website, to have a professional website, that's going to cost you some money. That's an investment you make the same way you make an investment if you had a retail store. You wouldn't have a retail store that looked like a thrift shop. You want a retail store that looks and gives the impression of image, and brand that you are trying to project. So you don't want to give your online presence any less care and attention and professionalism as you would in a real world situation.

AF: Because for many of us our online presence is our presence.

KG: Yeah! I mean when you're projecting a brand or an image, everything matters. The way you dress when you go to a business meeting or to go give a

speech or even just going to an association meeting. Let's say you're part of your association and once a month you go to your meetings. If you go in jeans, then that's the way people will see you.

AF: Right!

KG: The same thing with your online presence. Your website has to look professional. Your blog has to look professional. When you are writing something, even a 140 character tweet on Twitter, just be careful. Look for spelling mistakes. Make sure that it is clear. Make sure you are always, always projecting this image of professionalism. Because what you can't afford to do is to have someone think gosh this person is not careful. This person is sloppy. This person doesn't care. Because if they feel that way about you, they are not going to trust themselves or their business or their life or their home or their children with you.

AF: Right! Exactly!

KG: And why should they?

AF: Right! It's those small details that really add up to make a big overall difference.

KG: Um, hum!

AF: Oh, well Karyn, I've had so much fun talking to you. This is such valuable information and I'm really looking forward to sharing this with all of our listeners. And I've learned a lot just by working with you and talking with you today. And we have a few minutes left so I would like to give you a little bit of time to talk about any special programs, product, or services you would like to share with our listeners.

KG: Well, you know that I run a small business school for self-employed people. So a lot of what I do is teach classes. I teach tele-classes and I encourage everyone to consider possibly consider teaching tele-classes. Because tele-classes are a great marketing tool as well as a way of connecting with your customers, your clients, even if you are something like a professional organizer you still can teach tele-classes. So I teach tele-classes. I have a calendar of classes that I put up once every six months so people can see what classes are coming up and they can find that on the school's website which is <http://www.passionforbusinesslearning.com>.

And the other thing that I really, really love doing that I also encourage people to consider is to start your own Master Mind group so that you have people who are like minded like you to support and encourage you, and brainstorm with. And you can learn about what is a Master Mind group and how do you start one by

going to <http://www.thesuccessalliance.com>. So those two resources are great for small business owners.

AF: Great! Again, thank you so much for sharing your insights with us. And for the listeners today, please be sure to visit <http://www.passionforbusinesslearning.com> and <http://www.thesuccessalliance.com>. Take advantage of these great resources and take advantage of Karyn's expertise so that you can build your businesses and build the life and business of your dreams.

So, again, this is Amy Franko. Thank you so much for listening and I hope you make it a great day.

About Karyn Greenstreet

Karyn Greenstreet is the President of Passion For Business, LLC.

Karyn is an internationally-known speaker, author, and self-employment expert who has taught business and personal development topics to over 250,000 people worldwide. She is extraordinarily passionate about helping self-employed people to create the life and business they want.

She has significant experience in starting and running home-based and self-employed businesses since 1981. She has had successful businesses as a professional wedding & portrait photographer, owner of a recording studio, personal growth instructor, and owner of Passion for Business.

Learn more about Karyn Greenstreet at the following sites:

<http://www.passionforbusinesslearning.com>

<http://www.thesuccessalliance.com>

About Amy Franko

Amy is the owner of Amy Franko Consulting. She's a small business coach, instructional designer, and trainer.

Amy is a certified Book Yourself Solid (™) business coach, personally trained by founder Michael Port. The group she's most passionate about serving is self-employed women (or solo-preneuses!). She uses a simple, proven marketing and sales system specifically designed to bring more ideal clients into their business, even if marketing and selling isn't something they like to do.

Her learning design background complements her coaching practice, especially for those service professionals who offer workshops, teleseminars, e-courses, and information products to their clients. She helps her clients create training programs that energize the learner, provide knowledge that can be used immediately, and become a dependable source of revenue and profit.

Visit <http://www.amyfranko.com> to learn more about Amy, her workshops, and coaching programs.