

# MINDING YOUR BUSINESS'S THREE M'S



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**WHEN YOU GIFT YOURSELF THE TITLE OF CEO FOR YOUR OWN BUSINESS,** you immediately saddle-up with unlimited possibility and freedom to ride however and wherever you want.

The wide open spaces you can travel can be exciting one moment, and extremely heavy the next. If you've been running your own business for more than a few minutes, you know this truth.

So how do you manage the thrills and the hills?

After supporting hundreds of women with entrepreneurial desires and growing my own coaching and consulting business, I can say in absolute faith that three "Ms" are at the center of your epic business success:

1. Cultivate a strong CEO **Mindset**.
2. Maintain a fierce focus on your **Math**.
3. Design clear targets and language related to your **Marketing**.

Cultivating these three areas provides a strong system of support so you can ride confidently through your leadership and business journey. Systems of support are critical to CEOs, and while nobody said running a business is easy, creating systems centered around minding your "M's" can help to make it simple (read less headaches, faster profits, etc.).

Today, you're invited to consider each "M" and notice where you can fortify your systems around each. Because your rural business is worth it!

## about sarah

As a Denver-based coach and consultant, Sarah J. Bohnenkamp specializes in helping leaders and organizations who aspire to greatness and reject mediocrity. Through her work with organizations and leaders, she acts as a hope dealer and anti-average advocate, guiding clients towards sustainable growth and transformation. She believes communication is code for leadership and knows that with people (and horses), slow is fast and fast is slow, even though she's hard wired to move quickly. Her huge energy and dynamic storytelling skills make her a stand-out speaker at events, and her favorite job is being momma to her two little love-muffins.

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## FIRST UP: CEO MINDSET

I remember being told once that no one wants to buy mindset coaching, and it's true. It's not super sexy and many CEOs think their mindsets are fine, just fine (and they may even be quick to point a finger at those around them who need to uplevel theirs). Instead, most business leaders would rather invest in "heavy-hitting" business strategy.

But here's the deal: Mindset RULES EVERYTHING, and every CEO needs to establish and continuously improve custom mindset strengthening systems. Even the best strategic business plans, most wonderful products, and best marketing approaches will be overtaken by a limited mindset.

Why? The See-Do-Get principle. What you SEE influences what you DO and what you do influences the results you GET. You've heard the old adage "Think you can, think you can't, either way you're right?". It one hundred percent applies here.

If you don't SEE yourself (and your business) as worthy, you won't DO the actions it takes to be visible. If you're not visible

in your business, you won't sell anything (because if they don't know you, they can't flow you), and you won't ultimately GET the results you want.

Mindset asks you to consider how you view yourself as a CEO and your ability to make a difference through your business.

1. Do you see yourself as an effective leader who makes good choices? (P.S. You're a leader no matter if you have employees or not)
2. Do you believe you're worthy of building an empire in your chosen field?
3. Do you trust yourself to create and run a multi-million dollar business? A \$50,000 business? Any business?

You savvy? I know you do, leader, so set yourself up for massive success by nurturing your mindset. How do you maintain a strong mindset? Spend time exercising your thoughts, body, and spirit.

### HERE ARE FIVE SIMPLE IDEAS TO INCORPORATE INTO YOUR CEO MINDSET SYSTEM:

#### 1. JOURNAL SEVERAL TIMES A WEEK

Write down who you know yourself to be as a leader, an innovator, a friend, a boss, etc. Even if you don't feel like you're crushing it currently. Write down what you know about your potential. Write down what you want to have, be and do. Write down your strengths. Affirm to yourself that YOU are built to win. It seriously hits your brain differently when you see your own ideas written on paper, in your own handwriting. It opens up space for your mind to get to work with its amazing imagination to figure out how you can hit the targets you've outlined. Hot tip: Set a timer each morning for 5-minutes in the morning and just write.

#### 2. ABL

Always be learning. Read. Take a class. Listen to a podcast. Engage in captivating conversations with others. Learn by doing something new. Carve time out each week for learning. Learning sparks the ability

to be creative and creativity is something your mind loves. It's energy for intentional action. Hot tip: Read biographies of people you find interesting. I love music, so I read lots of autobiographies of musicians. The business lessons are EPIC.

#### 3. MOVE YOUR BODY

When you care for your body, it tells your mind that you're worthy of good things. I know you've read the research that ties your physical health to your mental health, so hold yourself accountable to move. Yoga, walk, hike, bike, row, skip, walk through your herd. Do whatever your body is calling for, multiple times per week. Hot tip: Track your commitment to move each week visually, and celebrate each time you care for your body.

#### 4. INVEST IN YOUR RELATIONSHIPS

Schedule coffee with a friend, call your favorite senior, show up with dinner for someone you love. Serve in your

community. Join a mastermind group. Invest intentional time in others and your mind will thank you. If you can't do it in-person, do it over the phone or virtually. Remember, we are built to be in community with others and you were NOT meant to go your business journey alone! Hot tip: Pick up the phone and dial someone at least weekly. Connect in more ways than just text and email.

#### 5. NURTURE YOUR SPIRITUALITY

Spent time in nature. Listen to inspiring music. Read inspiring passages. Go to church if that's your thing. Do whatever feeds your spiritual soul, often. Hot tip: Don't judge yourself on what is the "right" way to be spiritual. It's different for everyone, so do you.

*Before we move on, it's important to note mindset isn't something you master once and then you're done. It takes DAILY attention so you don't move from a growth-mindset to a fixed-mindset as the days or seasons change.*



## NEXT UP, IN THE WORLD OF M'S IS MATH

Math was always my WORST subject in school, but I know CEOs who do the math, regularly, make more money. Why? They have clear targets and can make educated decisions based on data.

Even though it's intuitive for most CEOs to know the value of doing the math in their business, many simply don't do it. I've seen it over and over in my coaching and consulting career. Many CEOs avoid the numbers and just hope for the best.

What kind of math is important for CEOs?

*ALL of the math.*

Gross and net dollars, in and out. Percentages of growth. Numbers of clients and sales. Client satisfaction metrics. And so much more, looked at weekly (at least).

Math is money AND your math should be known AND visible.

### THREE TIPS FOR MINDING YOUR MATH

1. Make your math and money **visual** in your work space (not just on your screen). Create income and expense trend lines, product sales pie charts, and color-coded columns showing sales trends over the course of the year (it will

ebb and flow) and put them where you will see them often.

2. Set a **net income goal** that you KNOW makes sense for YOUR desired lifestyle. If you want a certain kind of lifestyle, actually estimate its cost. Don't set an arbitrary number (like \$100,000 because the internet said that's a good number). Know what it will take annually to live the life you envision, and back into your NET income goal. Then, do the math so you know exactly how many products/services you will need to sell in order to hit YOUR number.

3. Crunch the numbers related to the number of **hours** work tasks take each week and the talent hours available to complete said tasks. Do the math around the number of hours YOU want to spend each week working IN the business vs. ON the business. Are you allowing time for all of the important work? Is there a deficit of hours? Be sure to do the math around ROI on your time. Should you be doing all tasks or does ROI improve when you pay someone else to do lower value tasks so you can spend more time doing your CEO tasks. (Example: Can you pay an admin \$20 per hour to do inventory, go to the post office, clean your house so you can open up space for your \$300 per hour CEO tasks like strategic planning and making the magic happen?) Make good choices around time because you've done the math and KNOW your ROI.

**Yes, do all the math and SEE it.**



The biggest challenge I see with rural businesses is that many CEOs take a vanilla marketing approach and it slows down success. Instead of targeting messages, they go far too broad in hopes to catch all the different people they could potentially serve.

Taking a too wide and not deep approach is deadly to your potential profits.

It's your job to let your **ideal** clients know how you help them. Often. On multiple platforms where they love to hang out.

This means you need to have a clear understanding of WHO your ideal client is.

When was the last time you wrote down the specific wants and needs of those you serve?

Is your marketing language specific or too broad?

Is it written in the language SHE (your ideal client) would use or your own?

What problems need to be solved?

What keeps her up at night?

What makes her happy?

What does she want to have in her life? Be in her life?

Do in her life?

CEOs who clearly see the desires of who they want to serve can then write marketing messages that speak directly to her and articulate exactly how the business can help. Your marketing messages need to tell her what you'd do with her if she was sitting across from you right now. Then go on to tell her what you'd do after that, and then next after that.

Speak directly to HER...not the masses.

## HERE ARE FOUR TIPS TO HELP YOU MASTER YOUR MARKETING

1. Create a marketing **persona** that you can keep in mind as you write your marketing messages. A persona is a representation of an ideal customer and typically includes information such as age, gender, education, income, job title, interests, goals, challenges and aspirations.

2. Use strong marketing language that shows the journey you'll take. "I will help you move from X to Y, so you can \_\_\_\_\_."

a. Example: I will help you move from feeling overwhelmed to organized so you can start your homesteading practices TODAY.

b. Example: I will help you move from feeling worried to feeling confident so you can feel great about the whole foods you're feeding your family.

3. Be direct about how your business products/services are unique. Use statements like: Others might say X is the best way to \_\_\_\_\_, but I believe Y is the best thing you can do. Example: Others may say you should start with your business plan if you want to create business success, but I believe creating a strong CEO mindset is the best thing you can do to start.

4. Use the language of YOU in your copywriting. Speak directly to your ideal client. Avoid using statements like "People who work with me will..." and say "When we work together you will..."

Marketing is not an option. It's a necessity. Get clear who you want to call in and get going.

By minding the three "M's" - mindset, math, and marketing - you will build a strong system of support for your business journey, enabling you to navigate and serve with confidence. Remember, you and your business are worth the investment into each "M". Embrace these principles and watch your rural business thrive.

Want to learn first hand from Sarah? Attend her live Masterclass on "The Art of Effective Communication for Rural Business Excellence" on September 19th at 6pm MST inside the Trailblazher Co. Business Membership. Not a member? Head to [www.trailblazherco.com](http://www.trailblazherco.com) to learn more.



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