



# Office Hours



# Welcome to Office Hours

- A relaxed, informal mentoring program
- Held every Monday at Noon Pacific Time
- The recording will be available online for a few days
- All recordings will be archived in our member's area



# The Reasons

- Being a successful small business owner is a great experience!
- But it's tough - you need training
- I want you to get to know me
- I care – I want you to succeed!



# Agenda

- In depth discussion of a business success principle
- Closing remarks, special offers, and invitation for next weeks session
- Open Q&A



# Before We Get Started

- Join our Facebook Group: Brilliant Business
- If you have attended or listened to **four or more** Office Hours presentations, I want to speak with you personally.
  - Call me at 415.997.8001
  - Go to [www.SchedulePaul.com](http://www.SchedulePaul.com) and pick a time



# Today's Topic:

## The Cautious Explorer - Navigating New Territory



# The Key Performance Areas

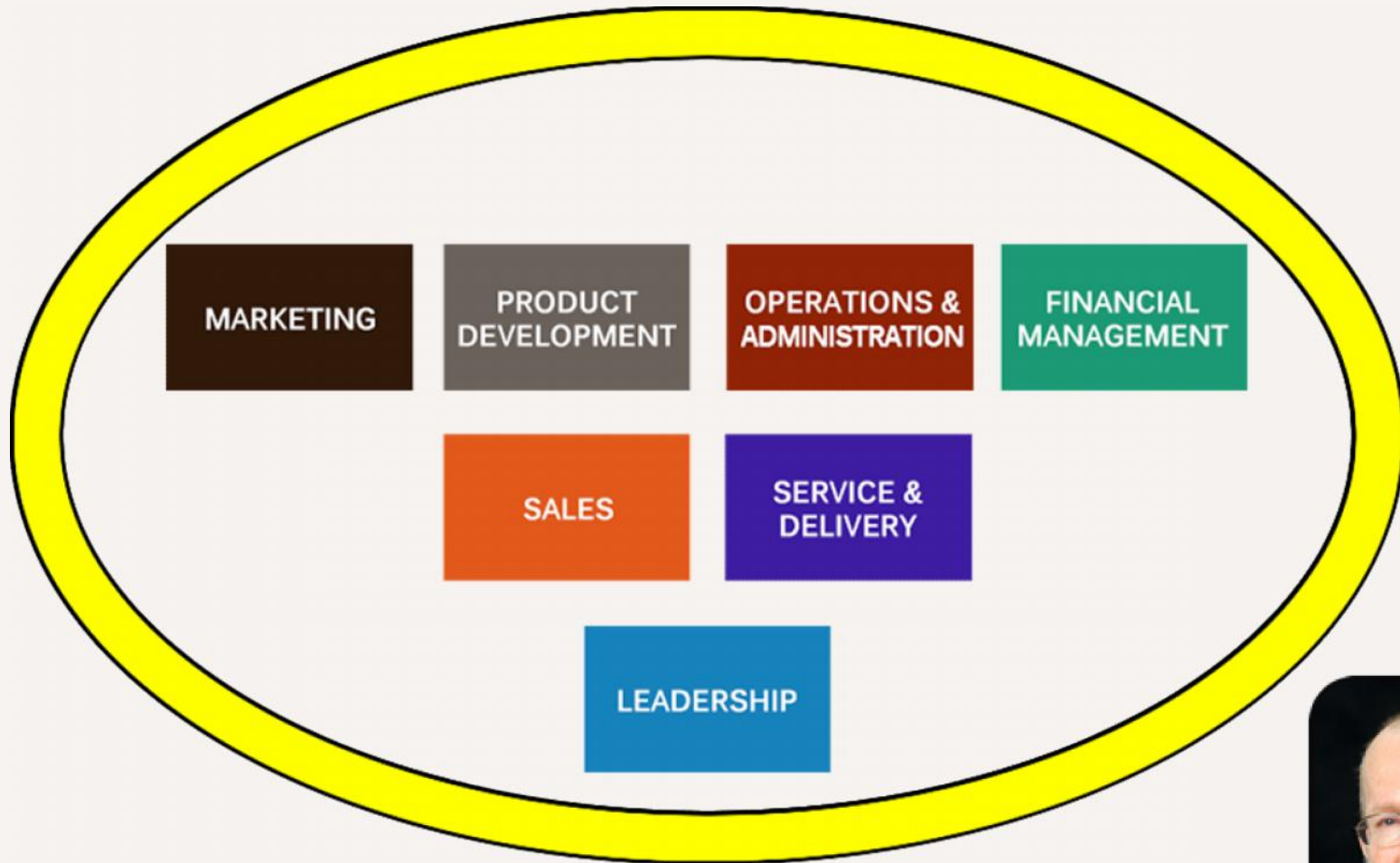


# The Key Performance Areas





# The Key Performance Areas



# Agenda

- The Challenge
- The Three Expert Rule
- Studying
- Coaching and Mentoring
- Tiptoeing or Diving In?



# The Challenge

- We find ourselves out of our comfort zone a lot, especially in the early days of our business
- Worse, it is often surprising
- There is a lot to learn!
- Business owners almost always take the job without knowing what the job is
- There is a lot of new territory to explore!



# Examples

- Public speaking
- Talking to bankers and other money professionals
- Talking to potential investors
- Negotiating and managing large contracts
- Learning to be a great salesperson
- Hiring and managing employees
- Business taxes and licenses
- Working internationally



# The Key Performance Areas



# The Three Expert Rule

- Talk to three experts
- Compare their advice
- If they are consistent, then you are in luck!
- If they disagree, then decide if you are comfortable taking the majority advice or the minority advice
- If you are uncomfortable, then ask three more experts!



# Evaluating the Experts

- Listen to what they have to say
- Read their books, blogs, website
- Check references
  - Those they give you
  - Those you find on your own
- Focus on outcomes and results
- Watch out for arrogance and rudeness
- Feel the connection



# Studying

- Networking
- Internet research
- Books
- Information products
- Two Levels:
  - Education
  - Training





# Education and Training

- Education comes first
- Like drivers education
- Like ground school
- Education is foundational
- Training is tactical



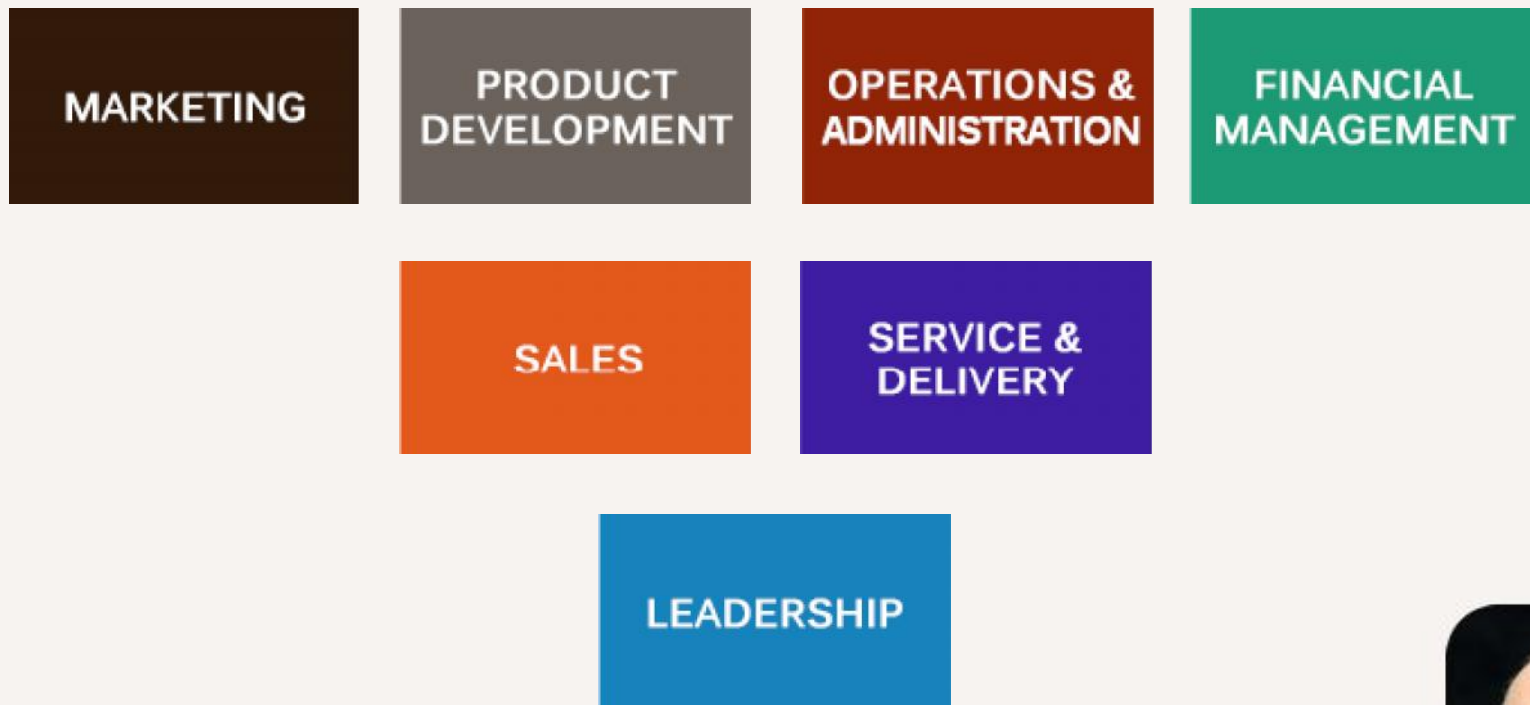
# The Wizard of Westwood



# This is a football...



# This is your business...



# Coaching and Mentoring

- One on one
- Small group
- Community
- Get yourself a trail guide and a “party”



# Tiptoeing or Diving In?

- Some prefer tiptoeing
- Some like to dive in
- I like both
- If you are making adequate progress,  
Keep it up!
- If you are stuck,  
face your fear and Dive In!



# The Bottom Line

- Exploring is very exciting
- Exploring is very addicting
- You can experience great joy while being uncomfortable
- I have this theory ...
  - that being a small business owner is mostly about the excitement of doing something you have never done before



# The Bottom Line

- While exciting, learning on your own means you will make more mistakes
- You will take a lot more arrows in the back
- ... and you will lose a lot of money





# Office Hours 14 – Old Dog New Trick

- The Challenge of Learning
- The Learning Formula
- The Learning Curve
- Forming Habits
- Levels of Competence
- Steps to Learning
- The Learning Pyramid



# Agenda

- The Challenge
- The Three Expert Rule
- Studying
- Coaching and Mentoring
- Tiptoeing or Diving In?



# Homework / Exercise

- Focus on using the Three Expert Rule this week
- Make progress every day
- Dive In when you can
- Invest in education, training, and mentoring



# Open Q & A – in a minute

- Comments and questions on the topic of the day
- Any other issues
- Tell me what your biggest “take-aways” are and what insights you gained from this presentation
- Tell me what you are going to focus on
- Post in the Brilliant Business Group



# My Programs

- Consulting / Coaching Services
- Library / Membership Program
- Beyond Business Survival

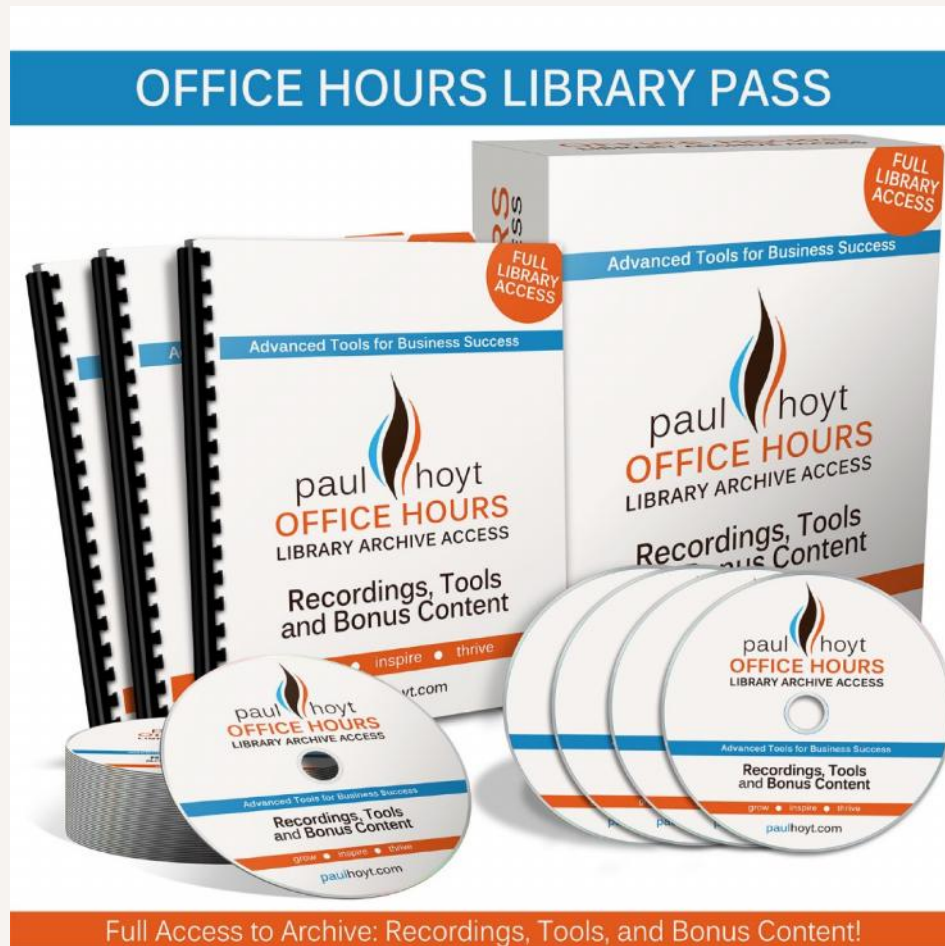


# Services

- Immediately available for private mentoring, strategic plans, business plans, and financial models
- Programs start at \$200



# Paul Hoyt Library Membership



# Paul Hoyt Library

- All Office Hours recordings
- Dozens of business document templates, spreadsheets, processes, agreements, etc.
- Bonus inspirational messages
- I'm adding to it every week





# Paul Hoyt Library

- Three pricing options:
- **Lifetime:** \$279 one time payment
- **Annual:** \$79 / year
- **Monthly:** \$9.38 / month



# Beyond Business Survival

- Critical small business owner training
- “What you need to know when you’re the CEO”
- If you don’t get the training you need, you will make a lot of critical mistakes that will **slow you down** or **shut you down!**
- This program can save you \$10,000, \$20,000, \$50,000 or more!



# Beyond Business Survival

- Do-It-Yourself Business Growth Program
- **Step One:** Download the workbook and transcripts
- **Step Two:** Go through the program and discover ways you can significantly **Grow Revenues, Increase Profits, and Reduce Risk**
- **Step Three:** Prioritize your insights
- **Step Four:** Take Action!



# Beyond Business Survival

- Only \$497
- **Bonus:** includes a **lifetime membership** in the Paul Hoyt Library! (**\$279 value!**)
- **For a limited time:**
  - Get the Introduction and
  - Module on Leadership – **FREE!**



# Join Me!

- Connect with me on Facebook:
  - Personal friend
  - Paul Hoyt Business Page
  - Brilliant Business Group
- Get your Energy of the Day!



# Next Office Hours: April 21st

- Topic is: Nail It, then Scale It! - based on the book by Paul Ahlstrom and Nathan Furr
- Let me know what topics you would like for me to address: [www.PaulsSurvey.com](http://www.PaulsSurvey.com)
- Do your homework!



# Open Q & A

- Comments & questions on the topic of the day
- Any other issues
- Your take-aways and insights
- Survey: [www.PaulsSurvey.com](http://www.PaulsSurvey.com)

Contact Me at [paul@paulhoyt.com](mailto:paul@paulhoyt.com)

call or text: 415.997.8001

[www.SchedulePaul.com](http://www.SchedulePaul.com)





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