

# BUSINESS MADE EASY<sup>!</sup>



**Episode 97**

**Begin With The End In Mind**

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Good day, good day, and welcome to the Business Made Easy Podcast, where we make business easy. Jason Skinner, your host here for another week of the podcast. It's all about growing your business, growing your bottom line profit, and giving you a better life as a result. Thank you so much for joining me wherever you are in the world. I appreciate you, uh, listening in.

Don't forget to hit the subscribe button wherever you, uh, if you haven't done so already, that'll make sure that you, um, you get each week's episode as we bring it out to you. And if you know of somebody who, if you're-- particularly, if you've been enjoying the, uh, content, and you know of somebody else in business that could possibly benefit from, uh, listening into the show, then please, uh, yeah, feel free to share a link to the show. Just the website address is fine, that's all you need to share, which is just [businessmadeeasypodcast.com](https://businessmadeeasypodcast.com). But if, uh, yeah, if-- if you're enjoying the content, and only if you enjoy it, don't share it with people that you know, if you're not enjoying it, huh, obviously. Uh, but yeah, if you, if you are, because that's how, it's it's really, the only way the show grows is through word of mouth and people learning about it through social media and, and the like. So, uh, I'm, uh, be-- be forever, ever grateful, uh, if-- if, um, if you knew of someone that that could benefit from it as well, and love to, love to help them as well.

In today's episode, it's a topic that I want to talk about that has been at the forefront of my mind a lot lately for, just from first hand experience, and uh, I figured if I'm experiencing and have been experiencing it, then I'm sure a lot of you have been as well, and it's about this concept of being caught up busy, being busy, if you like. The, the idea of, of we're also busy all the time, and life is also so busy. But we're not taking enough, and I know, I know I've been guilty of this myself. This is why I wanted to talk about it today, and I've actually, I'm literally,

as I'm recording this podcast, um, in the middle of a-- a week off, uh, taking a break for a week to do this very activity that I want to talk about today.

But it's the idea of, um, beginning with the end in mind and taking time out to actually focus and re-- re-focus and re-prioritize what's important and get clarity again around, around that. Now, "beginning with the end in mind" is a term that was, um, put, put together, uh, I believe by, um, Stephen Covey from his book "The 7 Habits of Highly Effective People". And, er, I believe it's habit number 2. I'm gonna put a link to, to that in the show, and that's if you go to [businessmadeeasy.com/episode97](https://businessmadeeasy.com/podcast/episode97), uh, I will have a link in there, in the, in the show and that's for you, for this book. But this book, "The 7 Habits of Highly Effective People", is my, one of my all time, uh, go-to books. Uh, you, you know, I, I read it regularly. I re-read it regularly, and it's just, just gives me so many great founding principles of, of the way I approach business.

But he talks in there about, and on today, I want to focus on this beginning with the end in mind, because it's so relevant to us as business owners. This idea that, um, if we don't have a clear picture and a clear idea of, of, of what the end game is, of where we wanna go with our business, with our life, I'm going to largely, this, this applies to just, as a bit of a side note, this concept applies to our whole life. It doesn't actually just apply to business. But I am gonna get talked to it a lot in, in a business context today. But, but when I'm talking about this, I want you to think about it as, um, of your whole life. This idea of beginning with clarity, uh, in whatever we do, whatever we're going to do, having total clarity around what the end is going to look like.

And what I loved in Stephen Covey's book when, when, when he describes it, he-- he opens the, opens the chapter by talking about a funeral, and, and, you,

you you're driving to a funeral, and you rock up to the funeral, and then you, um, you know, you walk down, and there is the casket down the end of the, end of the church. And, um, when you walk down there, and you look in the, inside the casket, it's actually you, your face in there. And he, he goes through this, um, this story as a metaphor to, to sort of describe what beginning with the end in mind is, and it's the idea that, um, there are people at the funeral that are going to stand up, and they're going to describe you at the very end of your life. What-- there are going to be friends there that are going to describe how you were as a friend to them. There are going to be family members there, and they're going to stand up and give a eulogy, and they're going to describe how, how you were as a family member to them. And then, and likewise, in all aspects of life, business, how were we as a business person? How were we as a, as a, as a person in general? And he leaves us then thinking, what is it that you want those people to, to say? What do you want to hear from those people's mouths at your funeral? What do you want people ultimately to be standing up and disc-- and how they you, they describe you and feel about you, you know? Do you want them to be um, uh-- "You know, Jason was, Jason was, uh, a really hard worker, and he, um, and he works 7 days a week, and he was never home, and he neglected his family. But that's okay, he had a successful business," or do, do you wanna hear that Jason had, uh, "He was a, a great family man. He, he ran a successful business. He achieved this. I mean he-- he meant this to me and hear good thoughts."

And so, what Stephen Covey is getting at in that, in that concept is he's saying, you know, if you've, if you've got clarity and, and clear purpose around what it is that you are trying to achieve in your life, and you're true to that, and you keep working towards that and, and keep focused on that, then all of your steps will be in the right direction towards that. You're going to get a lot closer than if you

don't have that, and you, and you just get laid around from situation to situation in life without, without any real clarity and, and, and, and vision and direction of, of where it is that you want to go. And it really becomes, um, the, it really is the idea of becoming a leader of, of oneself, as opposed to being a manager of things that happened to us, you know.

Um, I'm sure you've all had a day were-- I have lots of days where you get up and you've got the best intentions, and you're going to, to work, we go to work in, in whatever business it is that you're doing, whether you're online or, or wherever you are. And you-- for the best intentions, but something will happen that will draw you away from what it was that was important for you to do in that day. And this happens, if left unchecked, this can happen everyday. This can happen every single day, and before you know it, a week's gone, and before you know it, a month's gone. And you know, if we don't have this end vision and this end focus in what we do, um, years go by, our life goes by, you know. How, how many of you have actually, you know, you look back at--?

Uh, something happened actually, just a side note, something happened to me the other day and, um, I think it was on Facebook. It comes up and it says, you know, "We're celebrating your memories from 3 years ago," and it comes up and it, and the thing that was described, I can't remember what it was now, but the thing that it was describing was, you know, a holiday that I'd taken 3 years ago and I'm going, "That only felt like last year." So, where is the other 2, where have the other 2 years gone?

And so, um, time, I'm sure you'll agree, time is roaring by, and I think it's happening faster and faster. I've spoken about that before, but I really do feel time, because more and more is happening in our day. We're getting more and

more communication in a day. We're getting more and more noise in a day, and distraction in a day. And, and before you know it, that day is over. You can lose an hour on Facebook in no time whatsoever, you know. And that hour, you can't get it back.

And so, if we're taking steps in the wrong direction consistently or, or, or just wandering around reacting to, to things that happened to us, instead of creating things for us, then then, then we really, we're really not gonna get the success that we we want in our businesses or in our lives, and we're not going to get the success, um, you know, any time soon, like it's just, we're not just gonna go end up in the right direction. Number one, we're not gonna know where or what success really means. Uh, we might start off with an idea, but by the time you get 2 or 3 years into your business, the, the business that you thought you, you wanted turns out to be an absolute beast, everything you don't want it, and, and so, success could mean something totally different. Um, success you could have started off on a physical business, and success actually would mean really being in an online business.

So, if we don't have this end vision in mind of, of what it is that we're trying to do, then we really, I go-- we're just on a road to, to anywhere, and we'll end up being led by people who are still, or situations or people, um, that really don't know what we want anyway, or they don't know what they want, even worse still. But we'll end up just reacting to things happening to us. And it, and it could happen so easily in business. You can go into, as I said, you, you can be working away in your business, and something happened and draw you totally off what was important that you were working on to, to put out a fire, and something else. And, and if you don't have that clarity around the end, in the end game, um, and I'm going to describe the end game in a bit more detail in a second. But, um,

if you don't have that clarity around what is important, then we, we, we don't come back to it, and we just get led over here on another path.

And, uh, I really like the way Stephen Covey describes it in, in the book. He, he says it's like climbing the, climbing the ladder of success, only it's leaning on the wrong wall. You know, it's like we're, we're working hard. We're working, you know, tirelessly. We're getting in there. We start work earlier. We get home later. We're really putting in a great effort. We're really marketing as hard as we can. We're selling as hard as we can. We're doing whatever it is that we, we feel we need to do. But the question is, is it effective? Are we being effective with what it is that we're doing? With all these busyness, are we actually effective from the busyness that we, we are busy being-- or busy doing, you know?

So, we really need to, to have-- that's why this concept of having the end in mind is, is really important. And that's one of the reasons of, as I said, uh, I'm taking a week off because up until, uh, the end of June there, I was feeling that myself in my business. I was just absolutely under the pump, because we're, I mean, in the accounting space, we're very much driven by, by deadlines and, you know, yes, those deadlines are important, but it's very important in that I hit the release valve or the, the, the, the release chute, if you like, and I jettison away from that, and take some time out and re, refocus, re-calibrate, re-prioritize. And that's what I think today is really, um, I guess, the message I'm getting to you is, that this, when we have clarity around, um, where-- what the end game is, what is the end that we have in mind, and what success is, or what it is that we're trying to achieve, then when things do happen to us, when we, when situations do happen in our business, we can re-calibrate. And the more often that we keep fo-- keep revisiting this end, and taking the time out to have, have an end in mind focus,

we re-calibrate any of the dis-- from any of the distraction that's led us off our path.

And I, I, I just can't stress enough, just-- I'm sure a lot of you in business have already experienced this firsthand, but that, that feeling of, um, of, "Hang on, why, why is this not going to plan? Why is this not working?" And it's because, usually, we, we haven't taken the time to refocus back on what is the important thing. We've actually been led down a path or down a road that we don't want to go to. And that can happen in so many aspects of business and life, you know. It can happen in your personal life. It can happen with your friends, you know. If you, if you don't have clarity around the types of people that you want in your life, and you don't stay true to that, and don't stay focused on that, then you could end up having a life full of people that are negative. If you're after positives, you might end up with a life full of negative people that are actually with, with-- detracting from you. If you don't have clarity with an end in mind around how you want your mind to be and stay focused on that, then you, you will, you'll end up just filling your mind with stuff that, that could be detrimental to what you actually wanted, what's truly important to you.

And so, this f-- end in mind concept or, or model, if you like. Let's call it a model, for want of a better term, um, it, it really, it really is a framework to apply to all aspects of your life. I'm talking about it today in a business context where, because we're a business podcast. Uh, but, um, but it does apply to all aspects of your life, and that's what I'm actually doing this week, as I'm actually taking the time out to re-calibrate and refocus that end in mind for myself, and my friends, and my family, and my business, and everything that's imp-- important to me.

So, understanding now what an end of mind concept is or what, what we mean by, by end of mind, how do you actually go about doing such a thing? Remember, I said that it applies to all aspects of your life. It applies to, to everything in your life and, and if you think about it, um, uh, if you think about building a house, for instance, you know, um, the end, the end in mind approach to to building a house, just to put it in a sort of a practical sense for you is, you know, when you, when you're building a house, you don't just go and, "Oh, there's a block of land," and start, just start, start hammering nails and timber together and, and, and, you know, try to build a house. An end in mind approach to that sort of thing would be, would be having clarity around, um, I guess what the house needs to look like, what it needs to have. Does it need to have family rooms? Does it need to have media rooms? Does it need to have-- What, what does it need to have in the house? Mapping it all out on a blueprint in the plan so that, really, um, that's the end project. That is the end result that we're looking to achieve, is a house that looks like this, with these features and functionality and-- and, you know, overall aspects. And then, the person building the house, which could be yourself as well, um, you've got to go back everyday and revisit that plan before you start, um, you know, putting wood, nailing wood and, and timber together, and putting up concrete blocks, whatever it is.

There you go, one of my analogies again going down, they're going down there, but when you start putting, you know, putting context around that, if you don't go back and revisit that plan everyday before you start work again, there are gonna be things that crop up during the day that will lead you to, um, a result that you weren't intended. It'll be an unintended result that you are actually wanting for that house. If you just, if you look at the plan once, and then go and just try and build it all from memory and, because you looked at the plan once, it's not gonna work out. It's just not going to be the same house, because you

haven't followed, followed the plan along. And this is what I want you to think about in your business. Business happens everyday, situations crop up everyday, stimulus happens in your business everyday, people in your business. If you've got employees, they are, they are causing, you know, different changes and dynamics happening in your business everyday. And so, so you, you really have to have this end in mind approach to to stay focused, otherwise you're gonna get led down, um, led down this this path of, of not or ending up where, you where you didn't actually intend to be.

So, if knowing that and, and knowing what an end of mind, end in mind approach to business and life is, how do we actually go about doing it? And so, I'm going to just sort of talk to you about the way I think about this, and how I approach this with my business and my life and, and, um, and hopefully you, you uh, can, can take from this, and benefit from it as well. The very first thing that you really need to have is, I guess, clarity around your overall big picture. The, the, the master plan, let's call it that if you like, the master plan, the, "Hey, I want my life to be, to represent this. I want, I want this in my life. This is important to me in my life. This is not important to me in my life. I don't want this in my life. I don't want negativity in my life. I only want positive people in my life. I only want positive influences in my life." And so, you need to get total clarity around, around that, that master plan, and that, that's a big, that's not a, that's a, that's another, that's not one podcast. It's a, it's a massive session in itself just getting, getting around that. But you get the idea, having at least some clarity around where it is you want to go, and let's just use business as an example, but--

Having that vision for your business where you, what you want your business to, to look like, what you want it to feel like, what it needs to be doing in revenue, what it needs to be doing in profit. Uh, who are the main customers? We've

covered this before in episode 4, uh, where I did my plan on a page, um, session with you. So, if we can go back to [businessmadeeasy.com/podcast/episode4](https://businessmadeeasy.com/podcast/episode4), um, and, and I've got a whole template there that you can use to do this and a whole master plan sort of concept, if you like, building a, a business plan for your business. I don't do it, and I don't like to do those in terms of volumes. They don't need to be volume-ous sort of documents. They just need to be, uh, clari-- they just need to be clear statements, be totally, totally clear and focused about what it is that your end game or your end vision for your business is going to look like. As I said, who are the customers you're going to serve? What are the products and services that you're going to provide them? How are you going to provide them? Um, what opportunities are there to, to grow though? We're, you know, marketing, how are you gonna market it? So, it's all covered in that episode if you go and check it out.

But that's, um, that's the master plan. That's how we, this is how we approach having an end in mind mentality. And now, that's the master plan, and we have clarity and, and we've got that better down. The way I look at it then is, okay, let's break that down now into smaller chunks, you know. Your business plan-- Generally, I don't like to do them for longer than sort of, sort of 3-- I wouldn't try to do one more than 3 years these days. Mine have actually, I do mine annually now, because the, because the environment is changing so rapidly, technology, I mean, the technology that I use in my business today, as opposed to, to the technology that we had, sort of 5 years ago, 3 years ago, is totally different. And it's changing rapidly even, you know, more and more everyday. So, you know, to do a 5-year business plan, yeah, it might give you some future direction. It might give you some future clarity. But if you don't keep re-checking it with, with in, to, to bring it into context of what's happening, you know, you might find, you, you end up down a road that that, uh, was closed a long time ago, is that. But yeah, a,

a regular, a regular, um, business plan or master plan, certainly. And once I have that plan, I would then look at breaking it down into smaller chunks.

So, if you do, if you follow my plan on the page concept-- You know, you might look at it for for a year, and say, alright, the master plan for this year is, is this, and this is what I want for life. This is what, you know, this is where I want to head in my life, the direction I want to go. And if I can end the, this period in this state then, then I'm in a, in a good space for my master plan. Then I break that down, as I say, into smaller chunks, so I look then to um, 90-day, even, um, one month to 90-day type chunks. 90 days are a good, good, good chunk, because it's long enough to, to really achieve something tan-- like, tangible or, or, or, or significant towards your master plan. But it's, but it's, uh, not too long that you've wasted so much time in your, you know, things haven't gone, gone the way you wanted. So, I'll break that down into smaller, sort of, 90-day chunks.

And then, once I had those, it's uh, breaking-- So, I'm breaking out my plan for, for 4 segments in, in that year to, to achieve my master plan. How, what am I going to do in that 90 days? Um, what do I want to achieve in that 90-day segment, and how do I want that to to be? And then once I've, once I've, I've, I've got that knotted out, I wanna then look at, okay, what have I got to do on a weekly basis, and break it down into smaller segments. So, can you see what's happening here? We've, we've started with a vision and a grand plan of, I guess, what we want for our life, for our business, whatever it is that we're, we're doing.

And this can-- this, this end in mind approach is, is the same, whether we're talking about the cash flow in our business, whether we're talking about the, the marketing in our business, it's what is the end game that we're looking at doing,

and then working back from there. So, you'll see it's, it's a more a methodology of approach to, to things rather than just, uh, I'll do follow this one thing once, and you need to do this all the time. Um, once I've got those, once I've, I've got those, I wanna basically look at, and I'm-- this is what one thing that I've, I've actually started implementing now. I've been, I've done, um, I don't know if you've heard of Hal Elrod's, um, book, "The Miracle Morning", and, and he really, his concepts in this are really applying this end in mind, um, approach, and I'll, I'll get into that in a, in a second. But I've done a bit of, of, done a bit of this. I must have been, I've got to get back to it. Again, distractions get in the way, but, um, what I did find is when I was doing this, is refocusing to the end, end game, that I did have a lot better clarity and things that did happen weren't so significant, because I knew what my true, um, my true actual direction needed to be. And I'll get into that in a second as we, as we draw down. But, I guess, the concept that I'm talking about here is breaking that, putting in place a framework for you that, that's a guiding, a guiding set of, um, a guiding direction, if you like, in your business everyday, so that you, you, you, you break away from that, from that distraction.

So, if we have that, if we have that document in place, so we've got our, our master plan, as I have said, and, and, and then we've got our our smaller chunks that we're gonna, we're gonna gonna help us achieve that. If we, if we then look at planning a week in our days out in congruence with those, with those, uh, goals and plans, and we, we check in on them daily, and this is where the miracle morning concept comes in really well, we check in on them daily before we even start our day, then we're going to have a greater chance of success in achieving what it is that is important, and where we're trying to go with our business. And this is something that, that I am doing at the moment is I've, I've taken the week off. I'm, I'm reevaluating my master plan. I'm breaking it down into my 90-day

segments as to, to what it is that I, I want to do. And my my next thing now is to do this on a daily basis. To get up every morning, and before I start anything else in my day is to, to invest in the things that are important to achieving that master plan. And if we look at those things that are important, and if you think about success, is our health. Um, if we, if we don't help ourselves, what success? Um, if we, if we pass away tomorrow, we, we, we die tomorrow, what if, what if we, we take it with us? Nothing, we don't have anything, nothing matters anymore. And so, sorry, I bring a morbid approach to that, to the podcast. But we don't have, um, we don't have anything once we, once we pass away. And so, um, we want, we really need to invest in ourselves, and stay focused on looking after ourselves. So, investing is, in ourselves, physically, eating well, exercising, diet, eating, you know, and, and investing in ourselves mentally. So, so that's what I really liked in Hal's book, and I said I'll put a link to it in the show now, it's at [businessmadeeasy podcast.com/episode97](https://businessmadeeasy podcast.com/episode97).

But, um, what I loved about that approach is that before you do anything in the day, you invest in the important elements of, of the day and the important elements are yourself. You, you, you invest in yourself spiritually. You invest in yourself in a physical way, like exercise, diet as I said, setting the day up to be the most successful day it can be. And then your thoughts, your thoughts, journaling, um, revisiting your, your weekly action plan, like, what do you want to achieve by the end of the week? What, what is it that, that-- So, let's say it's Monday morning, and you're getting up early. You got up half an hour early. You gotta do some exercise, you gotta do some, some, um, some physical and, and mental, sort of, health work. And then, you gotta focus on what's important for the week. What is it that I want to achieve by the end of this week, and how am I going to do it? And set yourself up for that success. And then when you get home

Monday, if it hasn't turned out exactly the way you want it or whatever, you get up Tuesday, and you'll refocus, and you'll re-calibrate.

So, I hope you can see there what I'm talking about. If, if we have an end in mind approach to whatever it is that we are doing, it becomes very, very easy to keep going back, and checking in on that at regular intervals. Now, it doesn't have to be daily, like I'm talking about there. Um, you know, you might not have time. You might have children, you might have, you know, family commitments, early morning sports, whatever it is that, um, you do. Um, you know, and I do take my head off to those, to those mums that get up, mums and dads that get up early, and take their kids to 4 AM squad training in the swimming pools. It's very, very hard to do what I'm talking about here on a daily basis.

But, you know, life is busy, I get that. But what I, what I'm, I'm advocating in, in, in putting to you is that if we have, if we have at least, if we address this on a weekly, monthly basis at the maximum. But if we address this regularly, and we have clarity around all this, then, then it-- and, and beginning each thing, each activity with the end result in mind, then we're going to have a lot more chance of success and a lot, um, a lot less distraction. And, and I guess, sorry, we're not gonna have necessarily a lot less distraction. There'll always be distraction. But we won't be as easily deterred by that distraction or influenced by that distraction. You know, that distraction will become sort of noise we ignore as opposed to, to noise that we feel we have to go and address or deal with, because it's not important to us. And that's that's what I'm getting at in, in, in the, in the message, and look, I'm, I'm talking to you about this because it's, it's something that I experienced first hand in my business every single day, and that's something that I have to work out continually and, and continually, uh, develop, because if I don't keep focused, uh, and, and that's why I, I read, I keep

going back and reading Stephen Covey's book and, and because those distractions are gonna keep coming through to us everyday and we're not, if without that clarity, um, you know, we could very well be climbing a ladder to, to somewhere that's on the wrong wall. We need to be on the right wall, and climbing the, the right ladder. So, that's what I want for you as well.

And it really, it really becomes the difference between managing and being a manager of things to happen and things that need doing, or a managers of things that, that need doing and being a leader, and actually leading to where it is that we need to go in our business. That's the important things. Where, where do we need to lead our lives, our businesses, our people, a whole, a whole--? Where do we need to lead to, rather than what do we need to manage?

And I'll leave you with this parting thought on this, too, is that Stephen Covey just talks about things, everything in life, basically, needing to be created twice. And, which is a great concept bec-- at first when I read it, I'm like, what? [chuckle] But everything needing to be created twice, the first time it needs to be created in our mind, we need to envision it, envisage it. We need to, we need to have a vision around it, and clarity around it. We need to dream it. What is it that we, we are, this thing needs to be, whatever it is? Um, and again we, we, we can apply this to everything, from building a house to managing your cash flow, to whatever in, in your life, your friends and family, et cetera. But what is it that we ultimately want that it, and how does it need to be? We envisage it, that's the first creation.

The second creation is the actual doing of it, and making it happen, and following the the path and plan towards that first creation, the vision. So, think about that, that's an, I'll-- I'm going to leave you on that thought. But think about your life,

where you are right now, and are you leading it? Are you leading your life and your daily activities towards something, or are you just managing what's, what's gonna happen and, and not really sure whether or not things are moving in the right direction? When did you last check in with your focus and direction and, and, and re-calibrate what it is that you are doing, um, with what is, what is actually important and what you should be doing? And that's, that's been a powerful thing for me this week is, has been that time to refocus and, and remove, um, remove things that I shouldn't be doing, I, I don't need to have in my life. Remove contacts from my life that I don't need to have in my life. And, and remove noise from my life that I don't need to have, so that I can be free to focus and move in the right direction with an end in mind focus and approach to life.

So, that's what I wanted to talk to you about this week. As I said, it's quite a, it was quite a, uh, a personal, uh, topic for me this week to, or relevant to my personal situation at the moment, because, uh, I've literally been doing it first hand. But, uh, and it, and it's something that I'm going to, to, uh, keep focused on and, and, well, some-- something I do each year, anyway. But it's, it's really, um, I thought it was important and and I thought it would help you as well as it has helped me.

Alrighty, that's all I have time for this week. Have a think about those concepts that I was speaking about, you know. Do you have this end in mind approach to your, to your life and what it is you're doing in life and business? And, um, you know, are there areas that you could refocus on and, and, and re-prioritize to ensure your success?

If you've got any feedback on today's episode, if you've got, if, if it's resonated with you, um, and, and you wanna share that with me, by all means, you can

always drop me a line at [jason@businessmadeeasy podcast.com](mailto:jason@businessmadeeasy podcast.com), and I'll be-- love to, love to hear from you and, and, and have that discussion with you, or don't forget, you can also join us over at the Facebook, free Facebook group at [businessmadeeasy podcast.com/community](https://businessmadeeasy podcast.com/community).

Alrighty, that's all I have time for this week. Uh, I've got to get back to my end in mind approach, and, uh, until next week. I'm gonna hand you over to Mia, and here's to your success. You have a great week, guys, all the best. Bye. Take us out, Mia.

**Thank you for Tuning In**



We hope you enjoyed this episode.

If you have any feedback or questions about the content in this episode please don't hesitate to drop me a line at [jason@businessmadeeasypodcast.com](mailto:jason@businessmadeeasypodcast.com) I would love to hear from you.

Other things that you might like to help grow your business.

We have a very active Facebook community that is free to join for business owners and entrepreneurs. You can get access here

[www.businessmadeeasyfacebook.com/community](http://www.businessmadeeasyfacebook.com/community)

We are also on Instagram at

[www.businessmadeeasypodcast.com/instagram](http://www.businessmadeeasypodcast.com/instagram)

Thank you again,  
I appreciate you!

*Regards  
Jason*