



THEME: “Boundaries”

TIME: 2½ minutes

DATE: January 2015

LOCATION: Pikes Peak Region, Colorado

THE KEY VIEWPOINT: As business owners – professional speakers, corporate consultants, business coaches, and life coaches – we must work hard to set boundaries to protect our quality of life – our work-life balance. On the other hand, we have boundaries and limitations in our mind. What if you had imaginary sticks of dynamite to “bust through” the “fences” in your mind – and expand into new territory?

TRANSCRIPT:

Has anyone ever said to you, “It’s great that you own your own business, because you can set your hours – as long as it’s 24x7!”

I’ve had my business now for 10 years, and what has become clear to me – in terms of an important part of quality of life – is setting boundaries. You have to protect your quality time – your personal time and your family time – by setting boundaries.

For example, when I started working with a particular client, he asked to meet on Saturdays – every week. I said, “That’s not going to work for us; let’s find another time that will.” And we did. That was 6 years ago. Can you imagine how my life – my quality of life – would have been impacted if we held a regular weekly meeting every Saturday for 6 years?

Here’s a recent example: I’m on a team with people who are all on Pacific Time. Here in Colorado, I’m on Mountain Time. One of the people on the team couldn’t meet during regular business hours, and wanted to meet in the evenings. The team had already decided that they would meet – on a regular basis – at 6:00 pm Pacific Time. That would be 7:00 pm my time. I said, “Let’s look at this, because that’s not going to work for me.” And we found another time that DID work for everyone.

Interestingly, you have to work pretty hard to protect your boundaries. To protect your quality of life.

Ironically, the fact that we are solopreneurs and small business owners means that we’re also going into new territory, like offering new products and services, choosing where we do business, and choosing who we work with. We have the opportunity to expand into a lot of different, new territory.

However, we all have boundaries (fences) in our heads about our beliefs, our limitations, what we can and cannot do. Think about having little sticks of imaginary dynamite and busting through that particular boundary, that particular fence in your head, and look at what you can do. You can go into new territory!

So we have an irony: On the one hand, you’re protecting your boundaries in order to protect your quality of time. On the other hand, you’re “busting through” fences (limitations) in your mind with imaginary little sticks of dynamite.

So this year, my theme is: EXPANDING HORIZONS.

What's YOUR theme? Take a moment to think about it – then write it down here:



Patrice Rhoades-Baum Marketing Consultant & Branding Expert

Patrice “cracked the code” for branding for small business and solopreneurs (professional speakers, corporate consultants, business coaches).

Patrice believes you *must* clarify your brand; it's the foundation – the launchpad! – to promote and grow your business. Using her laser-focused “Nail Your Brand” approach, Patrice will team with you to:

- Clarify your brand
- Lead her team of service providers to create your marketing toolkit: new website (including website copy-writing), speaker one-sheet, and stationery package

Backed by 25 years of high-tech corporate marketing...

Patrice has managed big-budget advertising campaigns, direct-mail programs, and tradeshow events. She has been the project manager and copywriter for numerous websites, including two Hewlett-Packard websites with budgets exceeding \$250,000. An expert copywriter, Patrice has been published in *Fortune* magazine. Learn more and get a free “Nail Your Elevator Pitch” worksheet at www.BrandingAndWebsites.com.

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From high in the Rocky Mountains to deep in Utah's canyon country, Patrice delivers sage branding and marketing advice in this ongoing series of 1-minute videos. Bookmark www.BrandingViews.com to see stunning views of the West, Southwest, and Midwest. Enjoy breathtaking views, fresh air, and a fresh perspective!



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