

## Learn the Inner Game of Business: Yourself

As coach and as a business person, I have been working with small business owners for over 20 years. I have concluded a number of things that I want to share with you.

I have captured several key observations that I wish to share which I firmly believe can help you and your clients build better businesses and lives.

Small business success is less about tactics, techniques or mechanics. Small business success has much more to do with the entrepreneurs and how they habitually think and act. Your business success too will depend in large part upon shaping your mind to work for you, not against you.

The true battle waged for business success does not take place in the market arena; it takes place in the mind of every business owner, you and your clients included. Being a successful entrepreneur is really about mastering your thoughts, beliefs, feelings, and focus. It's about using your mind as a powerful asset, not a destructive liability. Your greatest competition will always be with yourself, especially fighting off the mental gremlins (doubt, fear, limiting beliefs, feelings of unworthiness, etc.) that wish to deny you your dreams. If you recall last month, I wrote about focusing on being positive and having a positive outlook and not letting the FUD's (Fears, Uncertainties, and Doubts), get the best of you.

What truly matters for business success is the entrepreneur **understanding himself/herself** (strengths, weaknesses, dreams, mental barriers, etc.), **taking full responsibility** for his/her results, **possessing effective mindsets** (modes of thinking), **having a bias for action** (not analysis paralysis), and **believing in his/her personal worth and the value of his/her services**.

To take your business and personal life to a higher level, you must master the inner game of business. You must improve your mindset, believe in yourself, and believe in the value of your services. You must **think** like a successful entrepreneur, and **think** like a successful marketer. In the end, focus less on the external game of business, more on the internal game.

Too many business owners try to mimic the exact actions, tactics, techniques and approaches of other owners. They try to say the same things, do the same things, and look the same way. Instead, they should be trying to figure out the mental approaches of successful entrepreneurs. How do successful owners or entrepreneurs think? What are their beliefs? How do they feel? How do they mentally approach the sales process? What are their metaphors (mental pictures) when selling? Ask yourself are you passionate about what you are doing? What do they think about and feel to be so enthusiastic?

Find someone that can hold you accountable and look at your business objectively. You need someone to ask you not only the right questions but the tough questions. It is more important to have and ask the right questions more than it is to know the right answers. Stay tuned my next article on the top five things business owners need to focus on for small business success.

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**Michael Ehrler is the owner of The Growth Coach in the Dayton and Cincinnati areas, a small business coaching firm dedicated to helping entrepreneurs get more out of their businesses and personal lives. Michael can be reached at 937-287-2922 or [M.Ehrler@TheGrowthCoach.com](mailto:M.Ehrler@TheGrowthCoach.com) [www.thegrowthcoach-mehrler.com](http://www.thegrowthcoach-mehrler.com)**