
Beware the Not-Me's

A Special Report

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1 Starting a Business?

Beware the Not-Me's

For every new business that survives five years, four others fail. And during the second five years, experts claim the failure rate remains around the same eighty percent.

That's a survival rate of as little as four percent after just 10 years.

Experts differ on what causes such high attrition. Many blame insufficient money, while others point to poor management skills.

Under-capitalization – Attempting to build a business without the necessary funds (and often no clear idea of how much money will be required)

Poor management skills – Inability to get people to do the things that need to be done

Whether it's door number one or door number two, it's a bleak picture. Unless we look beneath the surface image, however, we may never figure out what to do about it. So let's tip up the rock of surface reasons. When we do, we'll find a nest of behaviors I call the "Not-Me's."

Nobody Starts Out Knowing Everything

We all live on a learning curve. The slope can be pretty steep at times, and when starting a business, the mental climb tilts very sharply uphill.

There are, however, a few things we can be certain of. New entrepreneurs are soaked in hope, aspiration and determination. That's what pulls them forward and

drives them to reach higher. These qualities get the lion's share of publicity and attention because, after all, they're bright and positive and inspiring.

Every beginning entrepreneur has large measures of these qualities. So why are 96 percent falling away?

I suggest it's because there's another side to the business psyche, one that we don't give nearly enough attention.

There's an old saying:

You Can't Outperform Your Self Image

Your self image is a very long and detailed list of:

- Things you do and don't do
- Things you can and cannot do
- Things that are appropriate and inappropriate to you

And while your self image is not engraved in stone, it can seem pretty rocky when you start trying to change anything written there.

If you're a procrastinator, a worrier or lack confidence, you know exactly what I'm talking about.

Getting yourself to act counter to what's "in your nature" is hard. Your mind doesn't exactly resist change, but it also doesn't leap into new directions at will. In fact, there's so much inertia it can SEEM like resistance.

And every entrepreneur must wrestle with this inertia, not only as a person, but also as a business person.

Remember those two reasons for business failure that I mentioned above? Let's

face it, the closer we look, the less convincing they are. For example, among those who do succeed, many have poor managerial skills when they start, and yet THEY don't go under.

A Manager the Workers Hated

Let me tell you about my Dad. He was a hard person to get along with. In fact, there wasn't much about him that employees liked. He couldn't keep good help because he could never let anybody else be right. He was a lousy manager, and the result was demotivated workers and a high turnover rate.

Over his lifetime, he started three plumbing businesses from scratch, and they all succeeded, despite his un-winning ways with people.

Finance Was a Foreign Word

He began his first shop in a small North Georgia town. His only assets were a burning urge to succeed and a bucket full of tools (didn't even own a toolbox). He had no car or truck, so he walked door to door looking for work. Within five years he'd built one of the largest plumbing shops in town, which he then sold and moved north.

After fifteen years of factory work in Chicago, he caught the bug again and started another shop in the western suburbs. If you've lived there, you know this is one of the most competitive, hard-to-enter markets anywhere.

Again, very little money and still no management skills, but he succeeded. And after seven years he sold it so he and Mom could go traveling around the US.

Looking for the Hidden Causes

Under-capitalization is probably not the real reason businesses fail. Nor is poor

management. Those are just the surface reasons – the symptoms – of a deeper cause.

If we go digging for the reason beneath the reasons, we start dipping into some familiar themes. And their name is resistance to change.

Because, you see, businesses don't really fail. It's the people running the businesses that fail.

The people – the managers and owners who can't bring themselves to do what the business requires – their reluctance is what gradually strangles the business they had such high hopes for. They let their babies die rather than change.

I've been around entrepreneurs all my life, and one of the most common traits in these people is their idealism.

Of course they want to earn more money, but these people are especially prone to dream bigger dreams than most, have higher hopes, and aspire to do better things for the world. That's part of what fires their drive to achieve.

So that's a good thing, right?

A good thing? Well, only partly.

You see, when an entrepreneur sees himself or herself as an idealist, other qualities that are equally necessary may get thrown out the window.

Nowhere is this more evident than in the creative fields. Writers for example, or artists and designers.

Professional helpers such as coaches and consultants also run into this problem. This particular business model is growing especially fast, so I see more examples

of the “Not-Me’s” in this segment.

Here we have a type of business that’s especially appealing to idealistic personalities, people who truly want to exert a positive influence and to make the world a better place.

With such positive intentions you’d expect success to be assured, wouldn’t you? Most beginning coaches and consultants, writers and artists – they expect success, or they wouldn’t even start. But sadly, the facts are otherwise. They mostly fail and fall away like flies.

A Trait I Call the “Not-Me’s.”

I’ve heard so many entrepreneurs say things like:

“I didn’t become a coach so I could be a salesman.”

“I’m an artist, not a bookkeeper.”

“I love my work, but networking is torture.”

These were well qualified professionals with high ideals who love their chosen work. But...

Certain aspects of their business are distasteful. And why? They don’t want to be a salesman; they hate bookkeeping; or networking for new clients is agony.

Every person has things they don’t like doing. In private life, those are just quirks so we smile, shrug and go on.

But for an entrepreneur it’s different. An otherwise charming little quirk can strangle a business to death.

It doesn’t matter what task you dislike, there’s only one cause – that task somehow clashes with one or more items listed in your self image. When

performing it, you're acting out of character and becoming "Not-Me" for a while. You're not yourself when you're bookkeeping, or networking, or selling. And many people rabidly resist becoming "Not-Me."

It's almost comical when I ask new business owners about their sales and promotion activity. All sorts of "reasons" come bubbling out.

"I don't have any talent in that area."

"That's not why I started my business."

"I'd only screw it up if I tried."

And the absolute winner by far:

"I won't stoop to being a salesman."

These people are just starting out, and already they've doomed their new project. There are so many things they refuse to learn how to do, and they're convinced their motivations are enlightened and noble. After all, "I'm one of the good guys, and I'm the way I am because it's the right way to be."

BZZZZT! Faulty assumption.

Literally, they're saying they're too good to sell or do record-keeping or meet new people. They won't stoop to such scruffy behavior.

In other words, they have an image of selling that they never stop to question; they also have an image of themselves that is equally unexamined. Until this blind belief in their own particular "truth" is abandoned, nothing will change, except the state of their business.

So when we hear about a business folding, we can look at the superficial reasons – insufficient financing or weak managing – or we can look deeper and see a person who couldn't overcome the inertia of his "truths" quickly enough to save his business.

The Great Escape

The truth is, if you want to escape the great 96% failure rate, look no farther than who you think you are. As soon as you find your self identity clashing with jobs that need to be done, and you find yourself powerless to change what's happening, it's time to bring in some outside help.

But please don't bring them in and then ignore their advice. That's common, but it's foolish. If you trusted them enough to hire them, then do what they recommend even if it isn't fun. Even if you're butting your head squarely into tasks you hate. Remember, the only reason you hate them is because they're "Not-Me's."

You think this is extreme advice? Go to Google and look up examples of big corporate turnarounds. When one of these turnaround specialists comes in, the first people they fire are always those who are too rigid to adjust and change.

Rigid, unadaptable people are almost always the biggest factor dragging a business down – including yours.

But learning to identify and adjust your "Not-Me's" will assure that both you and your business thrive. Plus, it'll give you the chance to keep doing the work you love. Small price to pay, right?

Cheers from warm and smiling Thailand,

Charles Burke

Your Gentle Kick-in-the-Butt Coach

Workshops: **Rocket-Write™ Your First Book** **(or Next One) in Record Time**

If you've read my *Makin' Book*, you already know the quick, smart way to get your ebook written, posted online and selling – and do it all FAST! (You'll find it at www.MakinBook.com) In this ebook I've given you the complete plan, without holding anything back. And I didn't load you down under too many details. You got exactly the how-to information you need, plus a healthy dose of inspiration and motivation.

Of course, a large part of inspiration is realizing that, not only is something possible, but that it is possible for *you*.

Inspiration, however, is a highly individual thing. And some people, no matter how inspired they are, may still need a little jump-start to help them get up to speed. Some short-term mentoring or coaching. That's normal.

If you're now thinking of writing your own book, you may feel *almost* ready to move forward, but need just a bit of help during your first few steps. If this is you, here's good news. I've put together an action-based coaching class to help you move forward more confidently.

Coaching Class One:

6 Week “Rocket-Write™ Your eBook” Coaching Class

This class will take you deeper into the writing process than this book could. I'll take you by the hand and lead you through the entire book-planning and writing process. This 6-week program will give you direct, hands-on experience in producing a complete outline, then writing your entire book using my Rocket-Write™ System.

I'll be there throughout the entire 6 weeks to answer your questions as soon as they arise. This can reduce the uncertainty that most people feel when tackling something they've never done before.

When you've completed this class you'll have:

- **A vivid description and understanding of your target reader**
(you'll know your reader as well as you know your best friend)
- **A clear grasp of what your readers are starving for**
(you'll know them and understand exactly what they crave more of)
- **A long list of benefits your reader will gain from your ebook**
(this will form the foundation of your sales page)
- **A powerful book title and subtitle**
(they'll grab your reader's attention and won't let go)
- **A complete outline for your ebook**
(so you'll never get lost, or stall midway through the writing process)
- **Your ebook completely written**
(The point of this entire program – a completed, Rocket-Written™ ebook)

Average time commitment required for a student over the course of the 6 weeks will be about 10 to 12 hours per week. This is about equivalent to working a part time job (but with more potential for advancement). If you are unable to commit to this, then your results will suffer, and it would be better to wait until you have the time and energy available to take this class.

Each week, students will receive a written lesson containing that week's assignment.

Also each week, there will be a group phone call. This will give each student an opportunity to ask questions and share experiences. Although attendance at these calls is not required, most students consider them helpful because they serve as masterminding opportunities, where other students may have the answer to the issue you've been facing.

Each day, a student can email me up to 3 questions – that's as many as 42 personal emails (and over 125 questions) during the course of this class.

I also give you an iron-clad personal guarantee. If you get two weeks into the class and decide it's just not for you, simply drop me an email, and I'll refund your money instantly. And cheerfully. Guaranteed. Already know you want in? [Drop me a note](#) and tell me! Let's get you started on Rocket-Writing™ your book right away!

- **Check class availability** and dates at the CharlesBurke.com website.

Additional Coaching Classes:

Which of these classes is right for you?

Coaching Class Two:

6-Week ‘Build Your Website FAST’ Coaching Class

You’ve written your ebook. Now you need a place to showcase it. This coaching class will enable you to build a good-looking website, including sales page, download page, and other support pages as needed.

Coaching Class Three:

6-Week “Launch & Sell Your eBook”

With a completed ebook and a strong sales page, you still need to drive large numbers of qualified buyers to your website. In this coaching class, you’ll learn simple ways to attract hoards of visitors to your site.

Coaching Class Four:

26-Week “Mindset Makeover for Business Owners”

Mindset is the master key to success. Without a strong success mindset, we can make all the right moves and still come up short.

And the biggest difficulty with changing mindset is that it’s mostly out of sight. We have a hard time recognizing which attitudes and beliefs are the ones holding us back. For that reason it generally takes longer to get mindset adjusted and pointed in the right direction.

In most cases a short class only gets you started, then leaves you hanging halfway to your mindset goals. Unlike shorter classes, this one carries you well past the “easy backsliding” stage, and deep into firmly established new mindset and thinking skills.

- **Check class availability** and dates at the CharlesBurke.com website.

More Suggestions for Success in Your Life and Your Career

- Luck is the word everybody uses when they have no control over their life. Successful people seldom believe in luck, or fate, or destiny. They know there's something far better. [Click here for the secrets to Command More Luck](#)
- Tired of having your mind polluted by the random negative conversations all around you? Now take the initiative. It's easy to stay positive when you saturate your mind with the [Words Winners Use](#)
- Many entrepreneurs have a hard time getting the Law of Attraction to work for their business. If this is you, see [The Business Owner's Quantum Cash Pump](#)
- Some people see opportunities all around them, while others stumble through the same landscape and see only difficulties, roadblocks and lack. It's not your fault if nobody ever taught you how to "See Rich," but now is the time to discover your own [Acres of Opportunities](#)

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