



10 MISTAKES SMALL BUSINESS OWNERS MAKE (AND HOW TO AVOID THEM)

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CONSISTENCY BUILDS KINGDOMS,
NOT COMFORT ZONES.



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INTRODUCTION

Running a small business is one of the most rewarding — and challenging — journeys you can take. But too often, entrepreneurs fall into traps that slow growth, drain energy, and sabotage success. This guide reveals 10 common mistakes and how to sidestep them with clarity and confidence.

1. 🚫 TRYING TO DO EVERYTHING YOURSELF

The Mistake: Wearing every hat — marketing, sales, admin, finance — leads to burnout.

The Fix: Delegate, automate, and outsource. Focus on your zone of genius.

2. 🎯 LACK OF CLEAR TARGET MARKET

The Mistake: “Everyone is my customer.”

The Fix: Define your ideal client. Get specific about who you serve and why.

3. 📊 NO REAL STRATEGY

The Mistake: Operating day-to-day without a long-term plan.

The Fix: Set quarterly goals, track KPIs, and revisit your strategy regularly.

4. UNDERPRICING SERVICES

The Mistake: Charging too little out of fear or comparison.

The Fix: Price based on value, not just time. Know your worth and communicate it.

5. NEGLECTING FINANCIAL SYSTEMS

The Mistake: Avoiding bookkeeping, cash flow tracking, or budgeting.

The Fix: Use simple tools (like Xero or QuickBooks), and review finances weekly.

6. INCONSISTENT MARKETING

The Mistake: Posting randomly or relying on word-of-mouth alone.

The Fix: Build a marketing rhythm — weekly content, monthly campaigns, and evergreen funnels.

7. IGNORING MINDSET

The Mistake: Letting fear, imposter syndrome, or perfectionism run the show.

The Fix: Invest in coaching, journaling, or mindset tools to stay grounded and confident.

9. 🍷 NOT BUILDING RELATIONSHIPS

The Mistake: Focusing only on sales, not community.

The Fix: Network intentionally, collaborate with others, and nurture client relationships.

10. zZ AVOIDING FEEDBACK

The Mistake: Flying solo without input or reflection.

The Fix: Ask for reviews, run surveys, and seek mentorship to grow faster.

FINAL THOUGHTS

Mistakes are part of the journey — but they don't have to define it.

With the right support, strategy, and mindset, you can build a business that thrives and feels good to run.

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