

Talking Small Business

THE PODCAST



10 things we would do **NOW** if we were starting our biz from scratch

Save yourself years of trial + error and learn the **EXACT** strategies we'd put into practice from **DAY 1** if we were starting all over again today!

with

Kat Schmoyer & Megan Martin



Megan started her first small biz in 2011; Kat started her's in 2013. Over the years, we've learned a lot of lessons... and if we could do it all over again, there's a few things we'd change (and some things we'd never change!).

We sat down and put together 10 things we would do if we were starting our biz from **scratch**... we hope it saves you years of trial & error, giving you a clear look at what you **SHOULD** (*and shouldn't*) focus on to make your biz dreams a reality!



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Learn the 4 big strategies we can both agree on If we had to start our businesses over again from Day 1.

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Get the 411 on the top 3 things Megan would focus on.

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catch the top 3 things Kat would do from the get go.



4 Business Tips From Both of Us

01. Immediately seek out a biz bestie

Megan here and encouraging you to put yourself out there and search for a peer in your industry asap!

Having Kat has been one of the biggest blessings in my business. We help each other daily to get unstuck, remember our why, figure out what strategies are worth trying, and give each other ideas.

My business has exponentially grown since having someone I can turn to for advice and support and if I had to start all over again, I'd take the time to **cultivate a strong peer relationship beyond the typical networking scene**. One that is built in lifting each other up and not just "what's in it for me?"

02. Remember the work will ALWAYS be there.

Kat, here, and let me tell you - this is a lesson my enneagram 3 self needs to remember often.

The work will ALWAYS be there. The to-do list will always keep growing (no matter how many Trello boards I create to organize it!).

Instead of focusing on the work left to do, start training your brain to focus on the good work done. Every email you respond to, every blog post written, every client project completed... that's a job well done & a client well served!

Start looking at what's BEEN done, not what's left to do & give yourself the space to marvel at good, hard work (instead of constantly feeling like there is more left to do!).

03. Keep your blinders on

Comparison trap, anyone? That C-game is real and has knocked me (Kat) flat on my back more times than I care to admit. There are moments it feels impossible to stay in my own lane ... but when I do, it's gold.

When I put on blinders and focus on MY goals (not hers), I produce incredible things. So, stop the scroll. Unsubscribe from that list.



Leave the “she’s doing that?!” thought at the door and focus on what YOU feel led to do. Your business. **Your vision. Your life. Period.**

04. Start an email list from day one

10 years in business and I can tell you that of all the marketing tactics out there vying for your attention, an email list should be your number 1 priority.

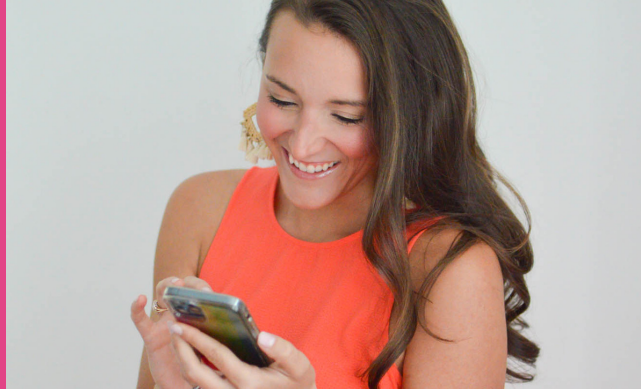
It isn’t sexy like a “K” behind your Insta handle, but you can’t cash a big following in the bank.

If I had to start my business over from scratch, I’d start my email list first thing. Social media marketing is like renting space. You own your email list and have the power to create really personalized marketing and customer experiences through email campaigns. Studies show that email marketing earns \$44 for every \$1 spent. That’s a 4400% return on investment.

We both agree that email marketing is a strategy you can bank on!



Top 3 Business Tips
From Megan



01. Focus on creating a scalable business

As your resident Enneagram 7 biz owner, I know what it is like to want to have fun and create beautiful things for a living. And you CAN absolutely do that. But if I had to go back, I'd put more of my eggs in the basket of creating offers, products, and services that are scalable. After 5 years in business I began selling digital products like downloads, templates, courses, and memberships and my business completely transformed. My income is no longer held captive to how much time I can work, but rather how well I can create products that solve real problems while selling themselves whether I am working or not. You can make your dream life your real life with an idea and an internet connection and there's never been a better time to diversify with digital products!

02. Perfectly polished content is NOT the goal

In the first years of my business I was obsessed with putting out perfectly polished content. I curated the perfect top 9 and wrote the compelling captions over and over and OVER. But behind closed doors I was running a glorified hobby. Over time, I learned that perfectly polished content isn't actually necessary for success in the online business world. Putting out raw, unfiltered, and unedited work gets my message out and it doesn't change the value of the content itself. It may look a little rougher around the edges, but the impact you were born to make is far greater than the perfect expectation you have for the way your content "looks!"

03. Don't fight your weaknesses

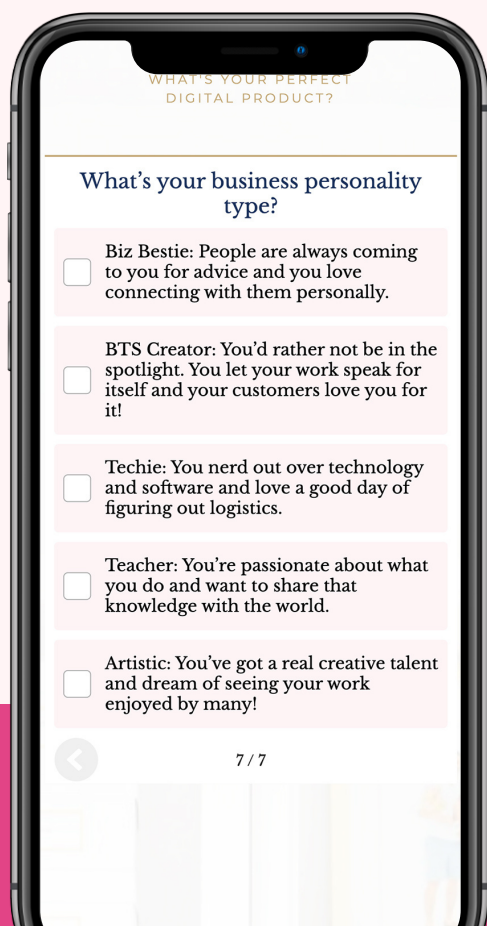
When I became an entrepreneur, I always felt like my weaknesses were too big to allow me to see real success. My own version of imposter syndrome if you will. It held me back from chasing my own big dreams for so long out of fear that I wasn't good enough to share my perspective. As I put myself out there, I realized I didn't need to overcome my weaknesses, I just needed to lean deeper into my strengths to shine in my own way. 10 years in business later and I've learned that the most successful products aren't born out of trying to fit the mold, but rather by **turning inward to uncover what you love, know, do, and the strengths you already have within you to create something truly unique!**



Curious to know what kind of digital product would be **PERFECT** for you to create?

Find out how you can turn what you know, love, do, and already have within you into a digital product you can sell to build a scalable business with this **FREE** fun quiz!

Go through it and I'll work my magic to help you feel more confident to get started in creating your first (or next!) digital product!

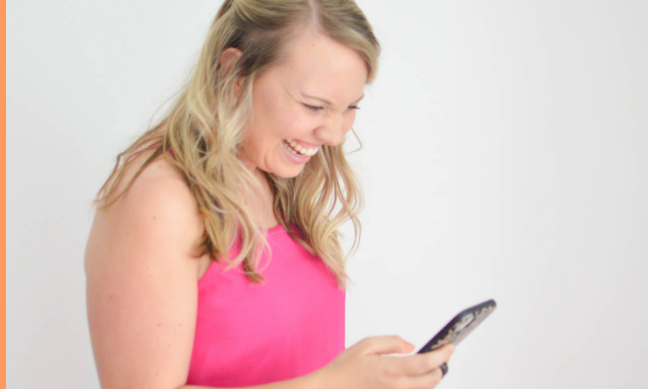


FIND YOUR PERFECT PRODUCT →



Top 3 Business Tips

From Kat



01. Understand your numbers

I have a Bachelor's in Business Management and I can't tell you how many times I've looked back at my Accounting classes wishing I'd paid more attention!!! Numbers were a huge pain point in the first few years of my business. I struggled to figure out pricing and budgeting and reconciling my books... but numbers are the foundation of a profitable business. Take time to LEARN what a healthy Profit / Loss is! If you can't afford a bookkeeper or CPA, hire one to consult + train you on what to do + how to do it. **Treat your numbers seriously, friend, so you can confidently make decisions as a small biz CEO!**

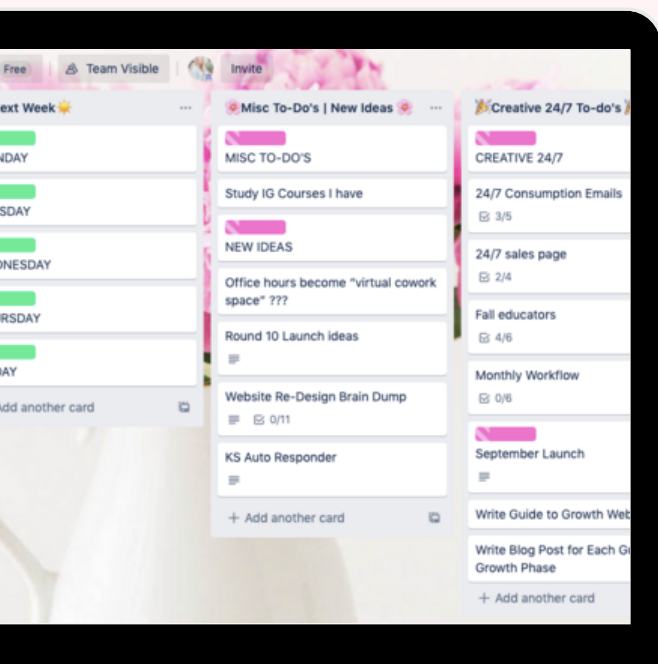
02. Outsource earlier!

My first subcontractor was a bookkeeper and while I'm so grateful I hired her when I did, it took me years to hire my next subcontractor. Why? I was afraid. I knew I was hitting max-capacity. I knew I was burned out, stressed out & not able to carry on with my current reality. But I worried about sacrificing quality. I struggled to give up control. And I wondered if I could truly financially afford the help. All of those fears were valid, btw... but they weren't the end-all-be-all!! Once I began to let go, I could see the fruit of outsourcing! When I found the right people, my business flourished. My revenue increased and I gained some of my life back!! I look back & wish I had let go sooner; outsourcing is one of the best things I've ever done for my brand & for my family.

03. Be flexible with your plans

As a bonafide Type A planner it might not make sense to use the words flexible & plan in the same sentence... but if I were starting from scratch, I'd remind myself over & over again that **the best plans are the most flexible plans!**

It's why I love quarterly planning so much - 90 days allows for flexibility all year long as your business ebbs & flows and your own vision settles in. Make a plan, yes. But don't make it so concrete, so strict that you can't roll with the punches or change up the plans as needed.



Organize your weekly to-do's and big picture goals on **ONE simple Trello board!**

Get exclusive **FREE** access to my "My Week" Trello Templates -- My Week Theme Days and My Week 2 Week Guidebook. Easily copy-paste them into your own Trello account! (Pssst Trello is free!)

Plus learn exactly how I utilize these templates in my biz! See my own boards & rinse-and-repeat these strategies to create a Trello system that works!!

GET THE FREE TRELLO TEMPLATES →



ABOUT US

We're Kat & Megan

Competitors turned biz besties who created Talking Small Business, a podcast for creatives who like to keep it real about what it actually takes to grow an online business.

Press play on candid conversations around small business -- everything from email marketing to passive income to social media to motherhood ... we're not holding anything back!



EPISODE 1

Best Friends with the Competition: Our Story

Hear our story of finding friendship as entrepreneurs and how we got to talking on the daily.

LISTEN NOW →