



NEW ON-DEMAND TRAINING

7 AREAS YOU NEED TO FOCUS ON

# TO GROW YOUR BUSINESS THE RIGHT WAY

AVOID THE MISTAKES AND GROW YOUR BUSINESS THE RIGHT WAY, SO THAT IT WILL BE EASIER, FASTER, AND WITH LESS RISK FOR YOU

Presented by Myrna "Mommy Negosyo" Tam-Natividad



*Complete Video Training Transcript*

## **Introduction:**

Hi, this is Myrna Tam-Natividad, your Mommy Negosyo.

And I'm super excited to show you how you can learn to overcome your fears, confusion, and self doubt.

And finally grow your business the right way.

Now, who is this video for?

Well, this training was designed primarily for achievement oriented women who want to have more time to do what they enjoy doing away from business, while experiencing more business success, so that they can model business success for their family members, give them a better quality of life, and help give more jobs to other Pinoys as well.

My goal is to show you the wrong and the right ways to grow your business so that you can achieve success faster, easier, and with fewer risks, using the tried and tested roadmaps to success that I and my mentees have discovered throughout the years.

## **My Business Story**

Now, there are a lot of speakers online. So why should you listen to me?

Well, I became Mommy Negosyo or your Mommy N not because I'm super smart, or that I have impressive business degrees.

But it's because of the mistakes I committed in my 40 years as a business woman. And six years as a business mentor and coach have more than 1000 mentees.

Now these experiences allowed me to see all the possible business mistakes that we Pinays can commit.

And I myself have committed most of them in my more than 20 failed businesses. Now one reason is that I did not know how to start and run the business.

You see, I was not a graduate of a business course in college.

My husband and I were both not graduates of any business course.

We own jewelry stores, jewelry, retail stores, and pawn shops.

We also were licensees of STI College, we went into food production and food service as franchisees of Chowking.

We went into manufacturing, also offering courses under CHED, DEPED and TESDA. We provided technical services like being partners of Globe in installing broadband units, and service centers of known computer brands and printers.

We went into MLM, leasing, e-commerce and other businesses.

Now this is not to brag, but to show you that we have done something similar, if not exactly the same as your dream business, and even the business that you have now.

And so there's always something you can learn from our experiences. And our years of mistakes got us into a debt of almost 50 million pesos in just 30 years.

Now what worked was actually our unwavering faith that God loved us, and that He will help us overcome.

What also worked was my relentlessness in investing in my own growth.

I invested in more than a 1000 books, more than a 100 seminars and courses. I sought teachers, I found mentors both here and abroad. I also hired coaches to help me apply what I have learned. And these were the results that we got.

Our businesses turned around one by one, the failing ones became positive, and we were able to pay off all our debts after so many years. And at 60 years old, my husband and I were able to retire.

We sold some of our businesses and we only focused on those that we enjoy.

And finally we turned our remaining businesses over to our children, whom we are very proud of for doing a great job. And we're very happy that they grew them, our businesses to more than 30 physical stores in different cities, as well as to many stores also online.

And now we are living our dream. We are traveling and meeting old friends and making new ones all over the world. And we also love visiting our grandchildren.

There are three of them now, and I am enjoying my life.

Now as a lifelong learner. I'm sharing my mistakes, my valuable learning, and I love helping women start and grow their businesses from week to week from month to month, especially those who are like me, those who did not finish any business course and who are now struggling to start and grow their businesses.

### **The Grow Your Business, Pinoy! Roadmap®**

So, in this free lesson, what I want you to learn is how to avoid mistakes by helping you grow your business the right way, so that it will be easier, faster, and with the least risks for you.

And you will be able to do this with my tried and tested, Grow Your Business, Pinoy! Roadmap®, I'm very proud of this.

I know this looks very complicated.

But all it is saying is that there are seven areas that a business owner must focus on in running a business.

### **The 7 Areas of Focus for Business Owners**

Here they are in circle, marketing, supply, production and value chain, financial management, operations management, technological management, people management and leadership, and management skills.

### **The 4 Stages of Business Growth**

And there are four stages, which any growing business will have to go through, you cannot jump stages.

So you start with startup, and then survival and then you go to professionalization and rapid growth. So the important thing I want you to remember is, do not get overwhelmed now.

Just remember that you have to focus on all seven areas in your business.

Now listen to this, all seven areas in your business in the same stage.

So for example, if you are in stage two, you should already have done everything in stage one, and are now working on the boxes of all the seven areas in stage two, the reality is that we may be you also, we have favorite areas.

And the tendency is that we focus on only those areas that we love. And we ignore the rest.

### **My Biggest Mistake: Focusing on What I Liked and Ignoring the Rest**

For example, my favorite areas are marketing, people management, and leadership, as well as management skills.

So years ago, one of our businesses would look like this, I was not doing much for the other four areas.

But I was very advanced in leadership and management skills, people management and marketing.

I was good in marketing my products. But when customers came in, my product was either not available or not of good quality.

It's because I did not work on the supply, production, and value chain very much. I was good in training and in caring for my people.

But because of low sales, I could not pay them well.

So the well trained people just left for higher salaries and without good people, my sales went down even more because of problems in operations that I did not want to face. I was not aware how that affected my business financially.

Because I did not have good financial management. I just knew that there was no money to buy new stocks, but I didn't know why and what I should do.

So most of the books I read were on leadership and management because I really, really love them.

But without enough cash flowing in, all the plans of a good leader cannot be executed.

So, the question is, in what way are you like me, focusing only on a few areas where you are good at or where you enjoy.

Now, let me ask you another question.

What will happen if I continue to just focus on my favorite areas?

Well, customers will go away due to lousy products, I will have no money to pay my people and expenses like rent, etc.

I lost my creditors and my suppliers due to low sales.

And so people will leave me, my employees will leave me and before long my business will die. I did not know this.

No seminar I attended, no book, or video talked about this.

## **How Ignoring Key Areas Almost Destroyed My Business**

So, I made the same mistake again and again for more than 30 years.

I work harder and harder on my favorite areas and continue to ignore the other areas I did not like. And that not only did not work, it backfired.

You see, as long as we could borrow money to pay for our expenses, as long as we lived within our means, and we were not showy, our business continued, even if it was slowly dying year after year.

## **Hitting Rock Bottom and Why I Didn't Give Up**

The pressure of the increasing debt affected my marriage and my kids to the point that I hit rock bottom, I attempted to kill myself several times to get out of the situation.

But each time I tried, I failed. And the very last time I tried many years ago, I can still remember as clearly as if it was today.

Darkness is around me in my room. As I sit on the floor, I glance at the empty plastic bottle of Bangkok pills.

Just last week, the newspaper said that an actress just died from the pills. So here I am, I'm still alive. Bangkok pills apparently do not work on me.

So I asked God, why don't you take me?

But God is quiet.

And then you still have a mission. I don't hear the words, I just feel it in my heart.

That happened more than 10 years ago now. But that was a defining moment for me.

Because since that day, things have turned around.

My marriage slowly started to work. I did not know why.

My problems with my kids were solved one by one. Good people started to come into my life to help us and our business started to work.

Now that my husband and I retired, all I want to do is to share all my mistakes and the lessons I learned to as many Pinays as possible, so that they will no longer make those mistakes.

Instead of getting lost in the forest and going around in circles, I have made maps of how to start and how to grow businesses, for everyone to see the way.

God's grace led me to researches about these areas and stages.

I learned the skills for all the areas but there were some that I did not enjoy, especially financial management.

And it was a huge blessing that our eldest daughter, a CPA and a former OFW decided to come home to help us.

I never really handled finances. It was something my husband and my daughter love, and we're very good at.

But not me.

## **God's Mission: Helping Others Avoid My Mistakes**

I'm very happy that she also shares my mission of mentoring and coaching women business owners.

So these are the two roadmaps I have made. The shortcuts to starting and growing businesses, and I give them away freely so that people will learn.

The roadmaps are so simple that they are no-brainers.

Do you agree that in life, it's when we complicate things that we suffer, and we fail?

## **Common Reasons Businesses Fail**

And many fail because they may be number one, just copy what they see others do in their business without understanding the secrets behind their success.

Some are just lazy, too lazy to learn from books and seminars and some are too proud to ask questions or to admit that their business is problematic.

Most do not know that there are already roadmaps, and others do not have mentors and coaches who have made the mistakes and who are willing to guide them.

Now, if you don't get anything else from this video, please at least remember this. There are roadmaps.

## **The Power of a Roadmap**

So before you continue to do one more thing in your business, please study and digest the GYBP or the Grow Your Business, Pinoy Rroadmap® first, okay?

Basically, each of these boxes tells you what you need to focus on everyday as a business owner, even when your business is still small, you need to have a basic grasp of each of these areas.

And as your business grows, your need to level up and go deeper and deeper in all of these areas. And remember to pay special attention to the last line.

What does the last line say?

It says continue to invest in your own growth as a leader.

Alright?

So you see, your business will only grow to the extent that you grow. When you think you know it all, that's when your business will start to decline. And finally die.

New technologies, new competitors, new trends will come.

So always keep abreast of them to stay relevant to your customers.

## **Ways to Grow Your Business**

You see, there are many ways to go from one place to another.

You can either walk by drive or take a plane.

You know that there are advantages and disadvantages for each way. Walking allows you to enjoy the scenery.

But you may also suffer from the pollution and the heat, right?

What's worse is that you may get mugged or fall into a manhole along the way.

And walking is super slow. Growing a business is the same.

You can do things by trial and error just like I did.

And that's super slow, especially when I fell into potholes when I went into dead end roads in my business, and it took me 40 years to finally succeed.

Now, here's the most important thing I learned from my journey. Technical stuff like accounting, marketing, human resource management, you can learn that from a college business course or from YouTube or from Google.

But it's only 20% of business success.

You can see the proof all around you, right?

How many of your classmates who chose the business course in college are successful business owners now?

So what's the remaining 80%, Mommy N?

Well, it's all about you and me, the business owner.

What stops us from taking action actually is fear, confusion, ignorance, uncertainty, and resistance.

Business lessons are easy to learn for achievers like us.

But it's the 80%.

Most of the time, it's our beliefs, our attitudes and the mindsets that get in the way.

And as I said, what helps is coaching and mentoring by someone who has been there. A businesswoman who is also like you a woman, a daughter, a sister, a wife, a mother, and even a grandmother, someone who has failed and who has learned valuable lessons.

And now who can see things from a vantage point, seeing the root concepts behind the roadblocks that you are experiencing.

She knows when her mentees need to be held accountable and how to support them.

Now looking back, an airplane would have been faster for me.

But there were no coaches and mentors, like Mommy Negosyo when I was 25 years old.

And this is why even in my retirement, I'm committed to be Mommy Negosyo for achievement and growth oriented women who are willing to invest in themselves to grow their business faster and easier with minimal risks.

And this is my mission.

This is why God did not take me many years ago. I believe he prepared me just for you.

So let's recap.

This lesson was about the seven areas you have to focus on in each of the four stages of your business.

This is the Grow Your Business, Pinoy! Roadmap®, and how taking an airplane to reach your goal is faster, easier and has less risks than just walking towards it.

## **Your Options**

Now you have a few options.

### ***Option 1: Do nothing.***

Okay, you don't have to listen to me, even if I've learned so much from more than 40 years of trial and error.

And I'm still learning now. And if you don't listen, then nothing in your life will change.

Nothing in your business will change. But my guess is, you won't be watching until this point, if you're happy where you are right now. Right?

So you have option two.

***Option 2: Do it yourself.***

I cannot share with you every little thing I learned in this short video.

So if you follow this roadmap, and you do your best to apply them, you can succeed without my help, because this is already a tried and tested roadmap.

Now the implementation though, is the most difficult part. It took me more than 40 years of learning through trial and error and the huge debt and almost losing my family and my life from my mistakes, just to learn my lessons from my business and for my life.

So if you are prepared to do what I did, then maybe this is the best option for you.

Okay, just do it yourself.

But you have one more option.

### ***Option 3: Work with Me***

We can work together as a team to implement each of those boxes in the Grow Your Business, Pinoy! Roadmap®.

You can do it with me.

And I can guide you every step of the way through the technical and your own emotional stuff, and help you grow the business of your dreams.

So, if you really want to learn how to grow your business, book your free strategy or clarity session now.

Now, I'm guessing if you're still here, probably there's a question in your mind.

### **Free Strategy Session to Help You Decide**

Like, why should you book that call and talk to me?

Well, I want to help you make the right decision.

Rest assured that whichever option you choose, will be fine with me, I will not get hurt, I will not take it personally, and I will not pressure you.

All I want is to help you make an informed choice. My mission is to help you more than to sell you anything.

Now, another question you may have might have should be or could be,

**“Is growing a business really for you?”**

You can just stay small.

Why grow a business?

Well, only you can answer that.

Now the question I have is, “How big is your dream?”

And how much of yourself are you willing to give?

Know that the fishbowl vendor, he works as many hours as you do.

And so do others who have bigger businesses than yours.

The question is, how much bigger can the fishbowl guy grow if he had a mentor and a coach, if he was willing to learn and apply what he learned?

Just imagine that.

### **How Much Work Does It Take?**

Your question probably could be. “How much work is required to work with me?”

Well, I will not sugarcoat it for you.

All businesses will require hard work in the beginning, for about three to five years of your life.

If your goal in growing a business is not to do as much work as what you're doing now, so you can just relax on the beach, then please don't book that call anymore.

But if you are willing to invest your time and effort to finally build the business to the level that you know, will eventually set you free, then please book that call.

Okay? All right.

## **Free Resources vs. Coaching**

If you're like me, you will be asking this question.

“Do I really need this coaching and mentoring program?”

And there are so many resources online for free?

Well, you're right. We are right.

There are millions of free resources online that will work for us.

Okay, the question is, which of the videos should you watch and in what sequence should you watch them?

So if you don't know, then you'll just suffer from information overload. I've experienced that so many times.

So what you need is not more information, but the right few pieces of information, just the right few pieces of information for you to implement them to your specific situation as quickly as possible, whatever the problem is, the solution has to be there and implement right away.

So I had many books to give me information before, but what I lacked was the support and the guidance to implement the right information at the right time.

So this is why I'm only helping women achievers who don't want to waste time and who want to get one on one support, so that they'll never feel lost or confused on how to move forward.

## **Book Your Call Now and Grow Your Business Faster**

So if that's you then book your call now, so you can finally grow your business even faster and easier today.

Here is your Zoom link on the screen.

So do take a screenshot of it.

Okay, and if you have already booked your call, I'd see you and see you in zoom.

Okay in our zoom call. Bye for now.