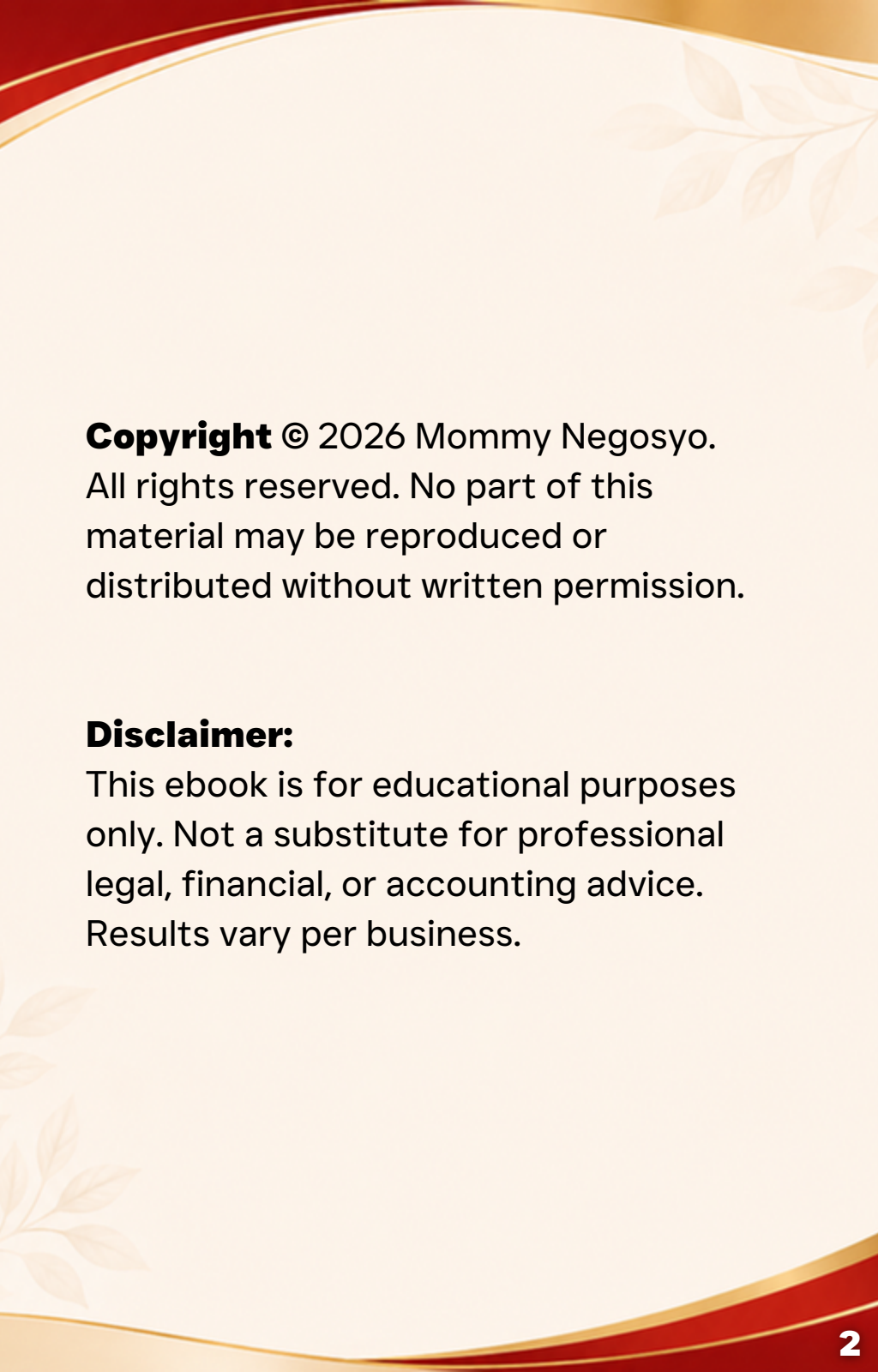


Top Business Sins That Are Costing Your Business More Time and Money

A Gift for Staying Until the End of the
“7 Deadly Sins of a Business Owner”
Webinar



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A Letter from Mommy N

Thank you for staying until the end, Anak.

That alone tells me you're serious. Hindi ka lang basta nanonood, gusto mo talagang mag-improve ang negosyo mo.

In my years of coaching business owners, there are 7 patterns I always see that are costing their business more time and money - kahit gaano pa kasipag ang owner. We call this the **7 Deadly Sins**.

In this ebook, we'll discuss the top three topics. Not because the other four are less important, but because these three are the most common ones I see among my clients - and probably showing up in your business too.

We went even deeper into all 7 sins during the live webinar, where I showed you a tool that can help you pinpoint exactly which ones apply to you.

To your business success,

Mommy N[®]

Bakit Pagod na Pagod ka, Pero Parang Same Lang ang Resulta

If you work in your business for 12 hours or more, pero same lang ang sitwasyon ng negosyo mo versus last year - you are not alone. Marami ang ganyan din ang situation.

And usually, hindi naman kulang sa effort ang problema. Most of the time, may tatlong common reasons kung bakit hindi pa rin umaayos ang situation—mga bagay na baka hindi mo napapansin dahil sobrang busy mong patakbuhan ang business mo.

Here they are:

1. **Misdiagnosis** - Maling akala sa kung ano ang totoong problema
2. **No Solid Strategy** - Busy ka, pero walang profit
3. **Self-Reliance** - Ayaw mo humingi ng tulong kahit nahihirapan na

Read these carefully, Anak. Baka isa dito (or lahat) ang totoong dahilan kung bakit stuck ka ngayon

Sin #5: Misdiagnosis

“Mali ang akala mong problema.”

One of my coaching clients, a former Flight Attendant Trainer sa Qatar, came home with her husband during the pandemic kasi gusto talaga nila mag-open ng restaurant.

That's how their resort started, on the beautiful island of Siargao.

Sounds like a dream setup, right? Pero hindi pala ganun kadali.

Marunong magluto yung husband niya, while she had already read a lot of business books.

But when it actually came to running the business, she felt completely lost. In her own words, sabi niya "na-overwhelmed and paralyzed ako" - inventory, money management, employee issues, lahat parang sabay-sabay.

What's worse, hindi lang yung negosyo ang naapektuhan. Nawala rin yung "me time" niya. She became a cranky wife to her husband and mom to her kid. Yung Siargao na dream destination nila, it no longer feels like paradise.

When she started with our coaching, that's when she discovered the real issue. Hindi lang basta "marami akong problema."

She learned how to break it down: which problem can be solved by the right pricing, which is for hiring, and which is for performance management.

Dahil minsan iba't ibang diskarte ang kailangan ng bawat isang aspect.

A common pattern we discovered: pag maraming iniisip at stressed, what we think na need ng solution ay yung visible lang.

Mababa ang sales? Run more ads. Maraming reklamo? Replace the staff. Kapos sa pera? Mag-loan.

But more often than not, yung mga "visible" na problems, symptoms lang pala. Hindi pa iyon ang root cause.

Anak, most businesses don't die from one huge mistake. They die from fixing the wrong things, over and over, while the real problem keeps growing in the background - unnoticed.

Think about her before our coaching sessions. Marami siyang "sakit" sa business niya - money, people, systems.

If she just focused on the quick-fix without long-term plans (let's say, running more ads para tumaas sales), baka lalo pa lumala yung ibang aspects ng business.

Same principle sa doctors. When you go to the clinic to get a consultation, hindi basta nagbibigay ng gamot ang doktor.

They need to diagnose muna: ano ba talaga ang cause? Saan nanggaling? They ask you questions before prescribing any medicine or treatment.

Same dapat sa business mo. Before you spend time or money on a "solution," find out first where the real bottleneck is - People, Money, Delegation, Systems, or you as the Owner.

Instead of asking, "Ano ang gagawin ko para maayos 'to?" - ask first, "Ano ba talaga ang unang dapat ayusin at bakit?" Diagnosis before solution.

Activity For You Today:

- List your last 3 major business decisions (hiring, ads, new product, etc.).
- Are your decisions based on data and numbers, or wild guess lang?
- Check your bank balance now versus 3 months ago. Same or lower? Probably hindi marketing ang issue - cash flow 'yan.
- Take 10 minutes. Write down the real question: "What's the real pain in my business that I'm trying to solve right now?" Don't just jump to conclusions.

Reflection Question:

What's the last problem you "fixed" na bumalik pa rin after a few months?

Kung parang ganito ka rin - maraming symptoms pero hindi sure sa root cause - then this isn't something you should keep guessing on.

You need a real diagnosis system. That's exactly what the **Mommy N AI Business Advisor** does. It helps you see where the real bottleneck is in minutes.

Sin #6: No Solid Strategy

“Busy ka, pero walang kita.”

A married couple, two of my mentees din, run a printing and graphics business. Hindi sila bago sa negosyo - matagal na sila sa industriya.

Pero kahit matagal na sila sa business, there are things na hindi pa rin nila alam: how to build systems, how to create clear roles for employees, and how to plan their business expansion - which they fondly called "Operation Ligaw," kasi wala talagang direksyon kung saan sila papunta.

Before coaching, "reactive" ang approach na ginagawa nila every day. Their team encountered a problem? Sila mismo ang mag-solve. Need to make decisions? Sila mismo gagawa - kahit maliit na bagay lang.

There's no clear direction where they are going, so all of the tasks felt urgent, lahat parang kailangan asikasuhin agad.

Sabi nila, every coaching session is filled with "learning, realizations, at concrete action steps."

For the first time, they feel na may direction na ang business nila - from fixing systems, to employee role clarity, hanggang sa mas maayos na team management.

When there's no clear plan, everything feels like a priority. And when everything's a priority, wala nang time for things that actually move the business forward - checking numbers, reviewing systems, planning for next quarter.

This is the classic "busy but no profit" trap. Puno ang schedule mo, pagod ka every night, pero pagdating ng year-end, you're not sure kung profitable ka ba talaga o hindi.

Anak, truth is, hindi naman kulang sa effort ang mga ganitong business owners. Direction lang ang kulang. Kasi kahit gaano ka kasipag, kung hindi clear kung saan ka pupunta, hindi magiging productive ang lahat ng effort mo.

Imagine driving to a far place with no Waze, no Google Maps. You can drive fast, you can use a lot of gas, but if you're headed the wrong way, mas mabilis ka lang maliligaw at mas napalayo ka pa sa totoong destination mo.

Your plan is your business's GPS. It doesn't need to be complicated - you just need clear direction, what to prioritize, and what numbers to monitor every month.

Same with this couple: hindi naman sila kulang sa hard work. Kulang lang sila sa clear system at direction, para hindi sayang ang efforts nila.

Instead of asking, "Ano pa ang dapat kong gawin ngayon?" - ask, "Alin dito ang talagang nakakatulong sa growth ng business ko?" Being busy doesn't always mean you're productive.

Activity For You Today:

- Pick one number to track weekly - net profit, not gross sales.
- Pause or cancel one "urgent" project that's not aligned sa main goal mo this year.
- Block 30 minutes this week just to review your last 30 days of expenses. No multitasking.

Reflection Question:

If you stopped being "busy" for one week, let's say mag-vacation ka, among mga tasks ang talagang matatapos, and ano ang hindi? Then ask yourself why?

Kagaya nila, many business owners are not lazy - they just lack direction and a clear roadmap. Kung feeling mo ganito rin sa business mo, then stop guessing.

The **Mommy N AI Business Advisor** shows you exactly where your systems need fixing, so every hour you put in actually counts.

Sin #7: Self-Reliance

“Ayaw mo humingi ng tulong kahit nahihirapan na.”

One of my coaching clients is a semi-retired pediatrician who runs her own design business.

Four years operating solo as a freelancer, and during that time, madalas niyang naranasan yung tinatawag na "feast and famine" - minsan sagana, minsan walang kita. No consistent and predictable income.

As a doctor with no business background, madalas siyang stuck sa overthinking. Every decision, siya lang ang bahala mag-isip. And here's the key part - she didn't have anyone to talk to about any of this. No one to bounce and brainstorm ideas with.

When she met me, sabi niya, parang "answered prayers" daw ako. Not because I gave her all of the answers, but because I guided her so she can find the answers herself - and that's more powerful. Fast forward to today, she has her own team na, and the sales, sabi niya: "unbelievably quadrupled."

Anak, a lot of us business owners learn to be hardworking, but fail to ask for help even if we badly need it. They feel like sila ang "bida" ng sarili nilang business - kung wala sila, wala rin lahat.

But the truth is, this isn't a sign of strength. It's a sign na you are the bottleneck.

And if you're the one running the entire operation - pricing, customer service, inventory, everything - the size of your business is limited to the time and energy of one person - kaya hindi naggo-grow.

Like her, before our coaching sessions: hardworking, have skills, pero nag-iisa sa lahat ng desisyon.

Kaya paulit-ulit yung cycle ng feast-and-famine - no consistent system, no team members to help her in making decisions and doing the tasks.

Your business shouldn't depend on one person to run - even if that person is you.

Katulad ito ng puno ng mangga na iisang ugat lang. Kahit gaano pa kalakas ang ugat na 'yon, there's a limit to how far a single root can go to get nutrients for the tree to grow.

When she got a team and someone to think things through with, that's when her business grew - hindi na dependent sa kanya mag-isa.

It doesn't mean she stopped working on her business; it just means she's no longer the only source of every single decision in running and growing the business.

Instead of asking, "Kaya ko ba 'to mag-isa?" - ask, "Kailangan ba talaga na ako ang gumawa nito, or can I create a process that I can delegate to someone to do this for me?"

Activity For You Today:

- List 3 tasks na ikaw lang ang nakakagawa sa business mo ngayon.
- Pick one from the list, start documenting it - even a simple checklist - that you can teach to someone.
- Think of one person - family, employee, or contractor - na puwede mong bigyan ng first responsibility this month.

Reflection Question:

If you disappeared from your business for a month, ano ang matutuloy, and ano ang titigil?

Like her, hindi mo kailangang gawin lahat mag-isa para maging successful. If you feel that you're the bottleneck in your own business, this is where you find out where to start delegating, using the **Mommy N AI Business Advisor** - para malaman mo agad kung anong part ng business mo ang puwede mo nang ipasa sa iba.

Before You Go

We covered 3 out of 7 sins today - Misdiagnosis, No Solid Strategy, and Self-Reliance.

There are 4 other sins na hindi natin fully na-cover dito: Imitation, Misalignment, Building Backwards, and Excuses. And here's the more important part - you still don't know which of these are holding your business back from growing right now.

Anak, the activities I gave you in this ebook are a good start. Pero para malaman mo talaga kung saan ang totoong bottleneck - People, Money, Delegation, Systems, or You as the Owner - you need a real diagnosis, hindi hula lang.

That's why we built the **Mommy N AI Business Advisor** - so you don't have to keep guessing which sin is actually holding you back.

Don't wait for the same problems to happen again and again before doing something about it. Let's find out what actually needs fixing before you spend more time and money on the wrong thing.

Mommy N[®]

This ebook is part of the **"7 Deadly Sins of a Business Owner"** webinar series by Mommy Negosyo.

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