Full Transcript

Episode 9: Taking Ownership with hosts Ray Mayfield & Tiara Jones

Ray Mayfield 00:04
Welcome to the Frontrunner Podcast with your hosts Ray Mayfield Nick Tiara Jones two engineers more from coworkers to inlaws and now business partners, creating a safe space to be open and honest about what it really takes to start or run a business.

Tiara Jones 00:17
We know it's easier said than done, but you were built for this and you are not alone. Join us each week to hear stories, lessons learned and strategies from trusted advisors and new and seasoned entrepreneurs on how to endure the marathon entrepreneurship.

Ray Mayfield 00:38
Peace everybody Ray is here

Tiara Jones 00:39
Hey, this is Tiara.

Ray Mayfield 00:41
All right, thank you guys for joining us for another amazing episode of the Frontrunner podcast. So do you want to tell us what we're talking about today?

Tiara Jones 00:47
Yes, so today we're talking about taking ownership of your ideas and the things that you have to do in your business and for your business.

Ray Mayfield 00:56
Oh I like that man that's that's like a that's a good topic of discussion. Also, you know when you know for those who don't know like Tiara is of many things but she's like the creative genius behind a lot of these podcast titles and topics of discussion all of them pretty much so you know when you were thinking about you know taking ownership Tee you like what what how did that apply you know to you in your walk you know with being a founder of your own company?

Tiara Jones 01:20
Yeah, sure. So for me it's you know, really owning the fact that God thought enough of me to give me You know, these ideas and to give me that responsibility you know, to help others with their business and things that they you know, want to do to you know, make an impact in the world and you know, way to use their gifts to help others and I've seen I've talked to friends and things like that and sometimes you know, you get these ideas you have a notebook full of all of these ideas that just sit you know, and sometimes if you just think back about the fact that you know, God thought enough of you to give it to

you, why would you let them sit there it's kind of like an insult. Like here I am, I'm putting you in this position, I'm giving you this opportunity. And you won't even you know, take accountability to run with it, you know, to really own it. And so it's kind of a responsibility and pride in some sense like in a good way to like okay, this is mine You know, I'm the only one that can do it like this and that's why he gave it to me so you know, I really need to run with this I really need to you know, take it seriously and not take it lightly that it was given to me and that I have the ability to do you know, the things that I'm good at or things that I'm good at you know, creating and things like that in the fact that he gave me an opportunity to make you know, more money for myself or my family and things like that. And so I think sometimes we take it lightly when we come up with all these different creative ideas and things like that and we just let them sit and we don't act on them when we come up with excuses for reasons why we can't follow through and i think it's it's a topic that's that's not really too much talked about, you know, religious brought to light you know, because people just kind of just put into backer Hey, like, yeah, I'll get to it or you know, ownership sometimes when you do talk about ownership, because it's, it can be such a heavy responsibility, some people don't want that they don't want, you know, that responsibility to have to really push to follow through because it takes a lot of effort, mentally, physically, to take something and build it from the ground up. But you know, if you own it, if it's yours, then you kind of have more, it's more of a I feel like a weight on your shoulders to really push through Is that something that you can just throw off and let it sit? Because you know, regret is real. And you don't want to like sit years from now months from now days from now and be like, dang, why did not do that? I wish I would really, and then you got to be like sorry, God, like, I didn't mean to do that. So like with me, in my business, I know I put it off for a long time. And like, please, by no means I'm not trying to like preach training or anything like that. I'm speaking to my own. So I'm with a lot of the things that I know, we are doing now and things that I've wanted to do. I made a lot of excuses, like, Oh, I got a lot going on in my family or I got work going on. I can't do it all. But I had to, you know, kind of sit down and say, okay, no, I can't do it all but what can I do now there is something that I can do now, even if it's something as small of just on a notebook and paper, okay, this is everything that uh, that I've kind of have, in my mind of what I want to do. How can I get this done? Like, what do I need? Who do I need to talk to just that's even a step for? So So yeah, so I think sometimes we, we kind of put too much pressure on ourselves in a sense, because we think that everything has to get done immediately. But it's those realizing that it's those small steps that you can take that can start You know push you towards the mark

Ray Mayfield 05:02
yeah I like that man it's like you know you want to have a sense of pride right so when when I read the title you know taking ownership but you said it You said it very eloquently man and it's like you know you just want to have a sense of pride right so you know you don't want to go out and you know market your business or say yeah I own a business and someone said what's your website and like all have it yet or it looks halfway done or you know it's just not professional what they you know you want to you want to take a sense of pride you know, in in executing you know the vision given to you by God is very important and you know, we can you can crawl walk run most people just hit the ground running and learning through mistakes and others have people you know within the winner's circle to help guide them along the way right so you know, it's almost like a baby You know, you want to you want to nurture it, you want to make sure it grows you want to flow that you want to feed it and you want to send it into the world to do great things. I think you know, your company's similar to the same you know, you want to just take a sense of pride and and how you you know, market yourself how you present you know, what your, what you have, and make sure it's valuable to those who need it the most right and i think it's a it's a, you know, a complete package. So it's pretty important man, you know, a sense of pride you know, you you mentioned carrying, you know, a week but it's a challenge to you know, I think it's um, you know, I admire challenge so to me it's like you know, having my own company and having people tell me you're not going to succeed you know you're wasting your time you know, you're not meant to be an owner you're an employee and all that's motivation to me I've heard it all so I saw I enjoy it it's not so much to rub it in people's faces it's more just to say yeah, I know what God told

me to do and I know what I'm meant to do I feel like I really know my purpose here and we're just beginning to walk towards achieving that right and this is just a yo won one notch in the belt have many more to come. So yeah, you know you definitely take a sense of pride in how you approach your business um, you know people around you they're gonna help me say this all the time right have your winning circle on deck how the people around you are gonna help push you in the right direction it's all very important you know we're looking at taking ownership and you know, executing things with a sense of pride and make sure it's going to be of use and value to those who oppose you and around you

Tiara Jones 07:12
yeah cuz if you think about what your nine to five jobs and things like that, like there's so many times when we go after those stretch positions right the ones that's gonna really push you and challenge you and you're like you like you study you do everything you need to do to make sure that you can nail the interview and then you know for your roles and responsibilities in the job you you own that right because you want people to see that you're you know you're doing well and things like that you want to see yourself doing well not just you know for others but see yourself we're doing well and we like okay yeah I couldn't do this at this point. But I worked towards it you know I did what I needed to do you know I studied I talked to the right people and look where I am now but then sometimes when we take the things that we want to do for ourselves or you know we want to do you know, for our families or to help others we don't have that same you know, sense of go getter attitude. Okay attitude today, right? Exactly. And you just you just kind of like fall short so those I want I guess I'm talking to myself and talking to others like to be able to go as hard for yourself as you do for other people and other businesses and things that you may be working for with or whatever is just as important in some sense I would say go harder for yourself because I mean, this is something that you came up with that God it's you know, put on your heart and why not you know just go with it and run with it. I mean, what's the worst that could happen? You fail and you start again, you learn something I mean, when you fail, you still learn something. So I mean, I think one way they can help is starting small in lean. So instead of thinking that, Oh, I got to have a brick and mortar and all this starting out and you know, thinking about all the different things and obstacles you could come you could face like in a business, if you think okay, how can I just test test the waters right? So even if you have a service a product, like call a friend put up a survey or something to say hey, this is what I'm trying to do anybody interested even a stranger or a family member, and just kind of test it out on them? Like what what you're trying to do, like whether it is a service or it is a product like let them try it or be like hey, can you just work with me for a minute to just let me just, you know, up my test person or whatever to see how well I can you know, get this done like how well I can perform this service or anything like that just to get a feel for and so yes, it's not going to go the way that you planned it probably in the beginning and be like okay, let me rethink some things. But just going through that scenario with someone and you can even do it on paper, like just make up a scenario okay? Like if I was to give this to someone What would they do next? What would I do next? What are the things that I would need to do in order to make everything going go in line with how I want the results to be in the end. And so I mean, that is just those small steps that you can take to work towards, you know, getting your idea up and running. So no, it's not going to, you know, overnight, going to be exactly what you want it to be. But, I mean, that's, that's really the joy of it. And, you know, putting in that sweat equity and really working towards it, because you want to look back and be like, this is where I started. And this is where I am now, like, I've really stuck with it. Yeah, maybe it took me five years, maybe it took me 10 years. But I own that, I own that. And I think when it comes to, you know, the accountability piece, I love the idea of accountability partners, and having someone there to, you know, keep you going keep you motivated, have that like little buzz in your ear. But I don't think it's fair to put so much pressure on your, you know, accountability partner to keep you going and to keep you making sure that you're showing up for your business, because it's your business, right? It's not theirs, like you care, you should care about this more than they do. So you should be accountable to yourself and want to be able to show up for yourself, you know, every day,

and you know what you're doing, if it's a small things, if it's 10 minutes, if it's 15 minutes, have some time to at least, to sit down and think about, you know, what you want to do in your business, or if you're already kind of running your business, take some time to set aside each day to to, you know, to knock out some tasks to figure out, you know, what's working, what's not working, but you got to really, you got to own it, really? And then once you I mean, once you really sit with that and be like, Okay, this is mine. I own it, I think it like I said, it's got to be more of a heavier responsibility on you not to let it you know, fall by the wayside.

Ray Mayfield 11:55
You know, wow. It's amazing. It's amazing, like, you know, the approach, right? I mean, because what you're really doing is you're dropping gems and ideas and tips for people how to, you know, take ownership and then execute their new plan. So I really hope people are picking it up and listening and go back and listen again, if you if you miss them a bit, because I think T is dropping some nuggets. It's hard to follow up such a such a great act. Let me, let me do my best here. Let me do my best to compliment you. But I think I think, you know, it's extremely important, right? You know, when you're looking at, you know, cultivating an idea, mature an idea, executing the plan. Right. And you know, we touched on the last week, the vision is to plan to so don't get caught up in the formalities where people tell you you need in order to execute your business at some point, yes, good to put it down on paper. But if you have a whiteboard, or you have post it notes on your mirror in your bathroom, it works just the same, right? So you know, when you look at, you know, the the what all it takes to start your business, and then to mature and grow it to be successful. I mean, it takes a lot. It's not an easy task. You know, everybody's not meant to be entrepreneurs. Everybody's not meant to be a business owner. And some people don't mind getting up and going to work hard every day. I know for myself, you know, I throw myself until, again, you know, looking at ownership and doing things with a sense of pride, I think it's important to put forth the maximum effort in everything you do. So you get the maximum return. And it may not be tomorrow, but eventually you're going to you're going to be able to hit paydirt in cash and from the hard work you put in upfront. So those early mornings, those late nights, those, you know, Hey, honey, I got to work late today, or Hey, I got to get early tomorrow morning, you know, those three or four hours of sleep to get at night to get up in the morning, to be the first person there. And to be the last person that sometimes it people see it in, they, they they admire that and you will get to return at some point. And put the same thing into your business too. You know, I have a bad habit of over committing right? I can do it all. At least I tell him, I can do it. All right. So I don't have a promise. And I can get that done when when I have to make move to fit it on my plate. Right. So now my life is lived by a calendar and a schedule and a list of reminders. And I really have to make sure I have room to fit that in somewhere before I can commit to it. So you know, the same thing applies when doing a business right? You know, have that strategic vision, but then have a plan of how you're going to execute it and move forward to make it grow into something like this a sense of pride, right? You want to approach it with with that, you know, being the first thing you have in mind because when people see you you're a representation of what you're developing representation of those who are working with you. And you don't want to be caught slipping you know, you don't want to be lacking as a kid say you don't you know, you want to make sure you have your stuff together. So it's all a big part of the for the instant, right is to build something that's going to benefit people around you. And while you know, you may get money from it, again, you know, that shouldn't be the main motive that's going to come with time. But it's about building a reputation and people getting to know you in your life as a man. Yeah, you're great at what you do. I may want you to help me do this over here and I'll pay you for your time or someone say man you know you're really good at what you do. I admire you know, the sense of effort that you put into doing what you do, like people see that they pay attention to the details and it's very important. I think a lot of people get caught up in the end result but you don't want to get up and do what it takes to get to the end result. I mean, there's a lot of late nights and early mornings, but it's worth it. It really is.

Tiara Jones 15:22

Yeah, absolutely. And I know it's easy to say oh I'll get to it tomorrow I'll get to it in a couple weeks you just putting it off and I think sometimes you got to just set a deadline and of course life happens and sometimes you got to ship that deal on that's okay but at least set something to work for it too because if you don't like your it's going to be even easier to just be like Oh get to it and just keep it you know right exactly and keep procrastinating on it but if you I mean if you really believe in yourself and you're confident in yourself that you can make you know whatever it is that you want to do if you can really take that and you really believe that you can take that and build it into something that's bigger than you then you know set some dates and some set some things to put your to make yourself accountable and you know it's going to be a stretch it's gonna be stretch goals it every business is a stretch goal I don't care how small it is how big it is all of it is a stretch i mean i mean this right now this is not for the faint at heart. So you really want to just get into the mindset that okay yes this is going to be difficult there are going to be some days where I'll be like what am I doing I don't want to do this anymore but this is this is my thing I'm the one that started this from the beginning you know with the help of Lord You know, I started this so why not finish it you know why not keep going and I think especially in the black culture there is there are so many gifts so many talents that are think are dormant right now and that's what you know I don't want to see that like I want to see every I want everyone to get what they have you know for them but that's gonna take for all of us to have some type of accountability for ourselves and ownership for you know what we've been getting We are an amazing culture and I want you know others to see that there's so much that we can offer to each other I know there's something out there that I need from someone but they're sitting on it right now right if you just think about it in that sense like the bear with me not moving for with what I want to do who's going to be lacking because of that like like what's what's going to hang in the balance? Like are you not able to you know, add more you know money to your family financially Is there someone out there that's not going to be able to start their own business because you have something they need like it's like when I say it's bigger than you in that sense it is because God has connected you know all of this together all these different pieces together right? And as I say all the time that how you know sometimes when you're like okay, I don't see how this got to happen. God's already laid down the foundation and the steps he's already preparing someone else to meet you down the road to help you so don't be that person that doesn't show up down the road because you're sitting on something beautiful.

Ray Mayfield 18:13
Yeah, and at the same token too right Don't be discouraged by being told no. I mean like if you even if you ask someone for help and you say no like don't let that don't be like oh well I guess I just got to quit now. No, I mean like keep pushing for it man that's just not right now Exactly. Yeah, it's not right now that's just not the right person right you know God God tells you to do things you know, generally I think you have to hear it clearly. And then you have to pray on it and then you know you trust the guys and bring the right people in your path. Now you know, on your walk you know just like driving to work there's traffic there's potholes or threat lights, you're gonna run into all that and as it applies to business too You have to navigate those obstacles in the safest and most mature manner in order to get to the end result right so just because someone says no doesn't mean that it's like he said, it's not right now it's not as maybe not at the moment or I'm not the right person. But keep moving forward and keep asking you know, for help to the people who you trust to be there to help you out at the same time to write it down by write down the path you took and educate the next person because someday someone's gonna ask you for help. They're gonna say hey man, how did you get to where you went? And then you have to lay the path out for him you know, I started doing this I went to this person asked for help I went to the Small Business Administration in this city in town and they helped me out you should go here to tell him I sent you like don't be afraid to get people asked you a network man because you never know who's who you can be launching that's gonna outdo you and they come back and pull you up to where they are. You know, I'm saying so you know, don't don't be a closed book. A closed mouth doesn't get fed and a close fifth close fish, you can't put anything in it right? So you always have to stay open to receiving gifts. And it's very important, you know, like, you know, you want

to you want to be a gift to the world. And I think it's so important when we get our annual so easy, you're gonna walk to be selfish, say I'm in my mind, when it should be us and ours for everybody. And I think it's so important man, especially as teammates in our community, our culture. Think now you see what the use of the internet were to connect with people all over the world. And I think now you see the entrepreneurial things are kicking into overdrive. In entrepreneur, social media well, because people have access to information and they can share it freely Now, some people give it away for free. Some people say pay for a class and learn how to do this, you have to figure out what's best for you. There's a lot of free information out there on the internet. You know, there are no shortcuts shortcuts. I'll say that right now, there are no shortcuts, there it is hard work. But it's worth in the end. But at the end of the day, you have to get up early, you can't keep hitting snooze, you know, you got to get up at some point and get out the bed and get the moving. Right, you know, start small, like for me, my, with having two kids, I got off of getting up at four o'clock every morning and getting my day started with a workout. And it can be one of the first ones into the office. So when I last ones out, but my goal now is to do that. So for the past couple weeks, I've been getting up getting up before him and doing doing my workouts here at the home and then getting ready to go into work. And that's going to continue and once I once I feel like I'm back on track there, then I'll shift my focus to other areas throughout the day to start making sure I'm more productive and more effective. To me, it's about saving time where I can and accomplishing the easy things early to make way for when the hard obstacles come that you don't see along the way. So start early by just starting that's the most important thing to start

Tiara Jones 21:27
yep just start and stick with it. So for like I said that follow through people under estimate that follow through but that that is something serious and so there's a difference between you know, moving forward with your business and you know, the different strategies that you know, you've been thinking about in the visions that you have, and then getting stuck somewhere and then like okay, let me try to work this out. Versus Okay, I've kind of written out on paper I thought about everything I have to do and I don't know I don't know and then just not even starting it at all as two different things you have to at least put you know your best foot forward and try because as you try you're going to learn more and be like okay, so maybe I shouldn't do it this way but if I do it this way to start off with you know, that's going to help me out a little bit more and so that's one of the things that you know, with Ray in our in our business on especially on the consulting side with helping people that you know, they have a lot going on they have families you know, they have a hectic busy demanding nine to five, we I feel so strongly about helping people, you know, really see their visions come to life. My whole purpose is trying to figure out a way to help you do it with the lifestyle that you're living, right. Like, I'm not going to try to make you say, Oh, you got to be like this entrepreneur, that entrepreneur, no. Okay, let's look at what you have going on. Now how can we fit things in to make it work? Just like what ray is saying, Okay, well, how much? How much time can you let off this week or this day? to kind of make this work? Okay, what resources do you have in your pocket right now, what how can we start small, like I said, with like, starting with one person will, you know, and doesn't even have to be you know, the type of person that you would, off the bat expect to use your service or use your product be like, okay, just be my guinea pig for a second, it just sit here and let me just talk this out. Because even talking it out with someone, or even just like playing that role, or that pretend or whatever can help you think through what this actually needs to look at helps you get it out of your head, and kind of just practicing, you know, thinking through the process of how you can provide the service or product to someone else. I mean, like, that's why I'm big on prototypes. So you know, prototypes, especially with with, with actual, you know, products or whatever, even if it's, if it's like a model, the Joe model simulation that you can build, or you can set up like on a website or, or using a computer software rather, or if you can take a piece of paper or a drawing or something and be like, Okay, this is what I had, let me get this out of my head, we get this on some paper so I can actually kind of see it, you know, with my eyes, like kind of see it, like on paper or whatever, that even small tips that step to even get that prototype out. That's a step forward. And so I mean, those, you know, small tasks that you can take to move you toward the needle.

I mean, it's and I don't want to say it's that simple, because it's not that simple. But it's it's those little things that you can do to get you there. So you have to get things out of your head, get them down on paper, get them in something that is a little bit more tangible. So you can actually sit down and think through the process. Okay, what is this? What is this going to take for me because I think setting up realistic expectations is important because I think that's one of the things that leads to procrastination, is because we don't have a good understanding of what it takes in Um, the little bit that you can do with the resources that you have, I think we underestimate some things that we already have sitting in our pocket that people that we already have within arm's reach that can help us. But I think if you just take time to think it through, and that's, you know, one of the one of the first kind of digital products we came out to was the mini course that we have are the a blueprint that just helps you literally just just think, logically through the ideas you have, okay, who could this benefit? What would this look like in a real life scenario? Right? Okay, now that I kind of understand that, let me go talk to some people. We're gonna talk some people figure out like, what would you think if I did this? Or if someone offered this to you? How would you feel about that? Would it be something you're interested in, you know, just get people's feel about it, you got to spend no money, you know, to do that. You're just going and talking to people, and you'll be amazed, or some people will just, you know, be like, Oh, yeah, I think that's, that's pretty cool. Or, yeah, I'll use that. Or maybe if you did it like this, I will be a little bit more interested just to, you know, start testing the waters start seeing like, what does this What does it feel like? And I mean, we call that the proof of concept, right? And so just pretty much going through and just thinking about who it is that could benefit from it. You know, why it's important because I mean, everything starts with the problem because if you know, have a good understanding on the problem that you're trying to solve, then there's so much money in that I mean, people you got to think about it people are in different phases of their lives in different situations. And so you could start, like, in something as simple as like, think about it like this. So think about a pencil and an eraser, right? And so, the person that came up with you know, the eraser or whatever, probably was just like, okay, something like you, you're writing I need something to get rid of it. But that if you think about it, it's a little bit bigger than that, like the what would we do without an eraser, right? It's so much bigger but I mean even if you think about it small so you start with Okay, so here's the eraser at the end of a pencil, those things turn into like that, that basic concept have turned into other things because then you'd look at computer programs. Okay, so you have the eraser that physically erases how on a computer program if I write something if I draw something How can I erase that it's those concepts of things that can go so much further than usually what you're thinking about in the beginning but if you if you just sit down and think about kind of the possibilities like all at once think about all the possibilities and then take that and break that up into what can i what's the simplest thing I can start off with first right and then from there as you build that and as you offer that to people and you get you know your systems and your back end and things in order then you can say okay, now let me take it to another level let me take when we add a little bit of more you know complex make it more a little bit more complex or whatever and take it a step for it and apply it to a another situation so yeah, we got the eraser on paper Now let's try to erase things on an iPad like just using that as an example on the different levels and ways that you can take an idea and run with it. But you have to start you can put like lay that all out on the table and then see what can I start with now with what I have in my hand with what I have around me and that's where you start That's how you know you really take ownership of it and you grab it and you're like okay, let me see how this works and if that doesn't work shoot write down lesson learned Oh you know what did work with it work go to the next step Okay, let me try this and so I mean that's that's how a lot of business a lot of huge businesses have started they didn't start by the first idea working in the beginning they started by you know really committing to what they wanted to do and owning trying over and over and over again until they got it

Ray Mayfield 28:53
said that's it man you know it's interesting to me because I think a lot of times you know, with most entrepreneurs who have great ideas if they don't and they don't see instant or they are guaranteed to

return they won't take the chance right and I think that's a bad a bad perception to look at it you know, and I get it man you know, we're all in different positions. And some of us maybe you know, you have to have that nine to five or game to make sure you have bills to pay. I know I mean yeah, all of us do. We all have to make money to make sure our bills they pay bill, but don't let that confine you, right don't don't don't be trapped by that because that's what it is. It's a trap. You know, when you get comfortable, you get complacent, and you're like oh, well I want to I don't have the time to go achieve this thing that I know God is telling me to do or that I that it's in my heart and I have the desire to do because I'm, I'm locked into this nine to five right now. I mean, you know, we're in a unique time economically in America with the you know, COVID still be in here and people still aren't going to work and telework and you know, a lot of opportunities there for people to start exploring other avenues for your passion and I think It's you know, take advantage of the time, you know, you know, get up early, stay up late, take advantage of the time, you know, use your time wisely to start mapping things out. So you can carve out a path for your passion to come into fruition because I think I think for me, you know, my generation, I always said this before my generation was, go to high school, get a diploma, go to college, get a job, get married, buy a house, have kids, live your life retire. If you're lucky, retire, well, hopefully, your mortgage paid off. And then live, live the, you know, your 60s out until you're no longer here. Now, there's more opportunity for people to, you know, explore, investigate, create, execute, live, live a happy life in your 20s and 30s and beyond, right, and then retire in your 20s and 30s, and then do something else. So this was very unique opportunity in which we are right now. And this is shift. And I think that's why so many people have issues with the millennials. Because I think they figured out they've cracked the code.

Tiara Jones 31:01
And I think you are coming here that you can do this better than

Ray Mayfield 31:06
me, you don't want to come to work. I mean, they have it figured out I think it's efficiency. And yeah, I get it every generation hazard thing. But they I think they figured out efficiency, but they don't care to communicate that how they want to be efficient, they're just gonna do it and do it their way. And if it doesn't work out for them, they're like, Oh, well, I'll go do this other thing over here and make money here doing this. So a little bit elegant in that regard, where is each generation has their own thing, right? I think millennials at least have taught me that there's an easier way to do things. And I don't have to go to college for four years, I don't have to have advanced degrees, I can teach myself how to code a program online. And I can go home and develop this thing, I want this one little thing, this little app or whatever it is that I've been wanting to make, and you execute it, look at Instagram, look at Facebook, you know, look at how all these things are connecting people from all around the world. And these are now billion dollar industries, the social media network is a billion dollar industry. So there's all 10 there's all types of ideas hadn't even been created yet. You know, Snapchat, Tiktok are great. But there's other things too, that people think like man, if you know, they should add this to this, create it yourself, create yourself and let them buy it from you for hundreds of millions of dollars. You know, like the opportunity is right there already at your fingertips. Which I'm not going to go as far as you want to. You know, so again, I think what people get caught up in I'm not gonna do it because I'm not guaranteed anything. So Brassard wrong way to look at it, you're learning and that's you can't you can't ask any more than that, that elder lessons and the elder for learning. So do both. And then, and then I'll come back harder. If you do take a step back. It's easy to do. Because the bounce back man, you can always always bounce back. No, but you you're not going to do anything sitting on the couch, wishing you would have did something, you know, when you were older wishing you did it when you're younger.

Tiara Jones 32:43

Right? Absolutely. And those ideas are not going to create themselves. Okay, so you have to do something, you have to put some type of effort behind it, to get them going.

Ray Mayfield 32:52
Absolutely, absolutely man rest, resting and not the middle man shot the COVID rest in peace. But uh, yeah, you know, you definitely want to definitely keep driving, and keep moving forward, man, like, like, they may have taken ownership.

Tiara Jones 33:02
Yeah, and we are here to help, of course. So I don't know, if we've really come out and kind of said, what we offer and what we can do. But that's totally up, let's talk about it. So. So one of the things like I said before, I'm all about listening to you as the visionary and then figuring out how I can help you, you know, accomplish that, and really bring that to life. And so, it with us, it starts with learning more about you, because I think that's where with a lot of coaches, they just be like, okay, that one that just tried it, some of them try to get your money, not all of them, but so I'm just here to get your money. And then like now that I got your money, they don't really follow through, but I really want to learn a lot about right, and I really want to learn a lot about you. And you know, what you do, what's your background, because that all is going to play a part and how we implement your plan, because I want to create a plan that you're going to actually do that you're going to actually follow through with not something that looks great on paper, it's a really great business plan, but look, no, that that can't, that's not gonna work promoting. I'm not here for that. And so with us, we have what we call our initial advisory meetings that we start off with, with all of our clients. And that's where we're learning more about you understanding what your idea is. And then in that meeting, we're figuring out okay, what do we need to do right now to get you going to get you that momentum to get you started. And so we, we provide an action plan for you for you to get started on whatever it is that where you're at in your business and what you're working on. Whether that is you're you haven't started yet, and you're trying to figure this out, or if you have started and you've kind of gotten stuck a little bit and need some help to keep keep you going. That's what you know, that first meeting is for. And then from there. There's a couple different ways that you can continue working with us. And so with us, I never want to be you know, the company that tries to make people dependent on us, right? Like I want to give you as much as I can. Like I'm not trying to take all your money. I want you to use your money for other areas in your business. But I want to give you you know, the tools and the education that you need to, you know, to, I want to empower you to go and be able to do what you need to do, I don't want you to have to come keep coming back to us. And so in some sense, some of our clients, all you need to do is come back to us a few times to be like, hey, okay, so I hit this Roadblock, can you help me out here, and that's fine. So we do, you know, kind of on demand strategy meetings, you know, folks, and then there's some people, when you're actually taking the idea and building up building, building it from the ground up, we do what we call business roadmap, kind of packages, or whatever, intensives. And so we'll kind of sit with you for about three to four hours, and we'll walk through all of it, you know, we'll walk through, okay, what is it that you're trying to do? Let's see who this can benefit. We go back, we do market research, we understand more of the market and the opportunities that you can have, because of course, you know, you're coming in doing this the way you do not like anybody else. And so we want to make sure that you are you know, kind of leading the pack and whatever you're trying to do. And so we work on our and on the back end to make sure that we can come up with a strategy that is unique to you, right. And then the most important part is putting something together that you can actually implement. And so in addition to providing a strategy for you, that's all laid out. And so if you ever have questions about why did I do this, why don't I go this route, it kind of lays out, this is why we went this route. And so if you need to change, you'd be like, Okay, well, things have changed. Now, let me, you know, move this way. So in addition to that, that strategy, in that plan, we're putting together like an implementation plan is like, okay, on this day, or all these other tasks, you have to get done before you do X, Y, and Z. And we kind of put like these milestones in these tasks to it. So you understand, like this is dependent on this. So don't go hit jump

ahead and start doing this, because that's not what you need to do right now. So we want to keep you, you know, in a place where you don't get overwhelmed, but you're still on track with progressing towards you know, the vision that you have set for your business. And so you have the business roadmap that we lay out, that is basically the strategy we put together. Together, we put together implementation plan, what are the resources you need? What are the systems that you need to set up, we kind of do a fish, you could call a functional diagram, where it outlines like, what does your back end look like? And then what does your front end look like? How is the customer going to see you, when they come to your business? What are the places the kind of touch points that they see, right? And then how does that translate to what you're doing on your back end, so it all flows, and it all makes sense. So we have that as well. And then, as another option. With us, if you really want us working with you kind of hand in hand for a few months, we do what we call virtual product management, and we work with you for six months, we meet monthly, you have, you know, complete access to us to x questions and things like that things come up in where we are on you. Okay, everyone be like, okay, where you're at? What are we doing with this? Okay, some things came up. Okay. So let's do it. Absolutely. Absolutely. And there and not to, you know, in no sense do do I want to put a lot of pressure or someone to make them seem like, you know, they're not doing enough or things like that, but I just kind of want to be that person and be like, okay, you remember where we started and you said you wanted to get one would you want it to get done? This is kind of what it's gonna take. And so and I want to keep you, you know, determined and motivated because there's some times and deals with myself or some days I'll be like, I can't I can't do this, y'all. This is too much. And I'll be like,

Ray Mayfield 38:40
you're a machine. Oh, please. No,

Tiara Jones 38:41
no, you're you're the machine being the marine you're the machine. But uh, but yeah, but what they're like some of all the meetings that we have they start off with, okay, where's your head at? Like, what headspace Are you in right now because that's, that makes a huge difference on how you execute. So we want to make sure that you you know, you stay encouraged. And so if you're out there and you have ideas that you've been sitting on and you're like okay, maybe I need to start taking ownership of this start rocking with it. Hit us up DMS you can add stuff on the website strategic site llc.com you can dm us strategic consulting the front wonder podcast any of that are personal we can put our personal IDs on there get in contact with us and we can figure out how we can help you

Ray Mayfield 39:29
beloved man yeah I can't like there's nothing else like affiliated because here and knocked out the park man talk our commercial but don't they have absolutely no that let us help you know accountability partners, mentors, friends confidence like we're there to kind of fill multiple roles. That's right in order to get you where you need to be what out really holding your hand. So you know, don't hesitate to let us help you shape your thing and make it male put put shoes on it so you can run with it. I like that. Absolutely. Absolutely. small victories. Forgive me so yeah, again. We talked about you're taking ownership you know, take pride, attack your plan with a sense of pride and be proud of what you're creating because it represents you whether you realize it not in your family whether you realize it or not so you know don't be shady Don't try to do these, you know, swindle people out of money you know like this just be be be of value and be of use to the community man that's what we that's what's needed more than anything. So you know, with that being said, we appreciate everybody taking time. Listen to us today. Everybody, hold it down.

Tiara Jones 40:29
Peace, peace.