

**Thought Leaders**  
BUSINESS LAB

**EPISODE 244**

# Set Yourself Up For Success In 2021

**WITH SAMANTHA RILEY & TIM HYDE**

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## Double down on know-like-trust

2021 has lots of opportunities despite the continuing threats of COVID. It will still have its challenges so business owners need to be prepared for what is to come. At the same time, the challenges shouldn't hold you back either.

Case in point, 12 months of social distancing and isolation has led to a contracting circle of trust. Business owners and marketers need to stay in that circle and break through the barrier. We need to double down on the know-like-trust before potential customers engage with us.

## What is a theme?

A theme is a metaphorical lens that you can use for all your decisions, whether it's business-related or personal. Ask yourself:

- what didn't go well?
- what do I want to change?
- how do I use this theme to go to where I want to go for the new year?

Tim's theme for 2021 is "diversify," which he wants to apply to all parts of his life. He has achieved clarity for his business. But he and his wife want to diversify in terms of income streams, friendship groups and interests.

Sam's and Leon's theme for 2021 is "flow," which is about moving more effortlessly. This means changing work hours, upgrading systems to eliminate bottlenecks, etc. All of their decisions are evaluated using the question, "Does this feel like flow?"

## 3 areas to focus on

### What do you want your life to look and feel like?

When you ask yourself, "What does this look like?" you focus on something material.

The question, "What does it feel like?" leads to the exploration of something intangible.

A lot of people dread going to work. If you work in your genius zone, then it's not work. You get energised from it, rather than it taking energy from you. But you might still burn out even if you do what you love. So, it's important to do what you love in a way that you love as well.



### **Who do you want to be working with?**

If you're not working with the right people, you probably won't make the income you want and you won't feel great. Moreso, the wrong person will bring the wrong type of energy into your business, your clients and your team.

Ask yourself, "Who do I want to have at my dinner table with my children?"

Tim evaluates the clients he's had in the past and what the traits of the clients he enjoys to work with.

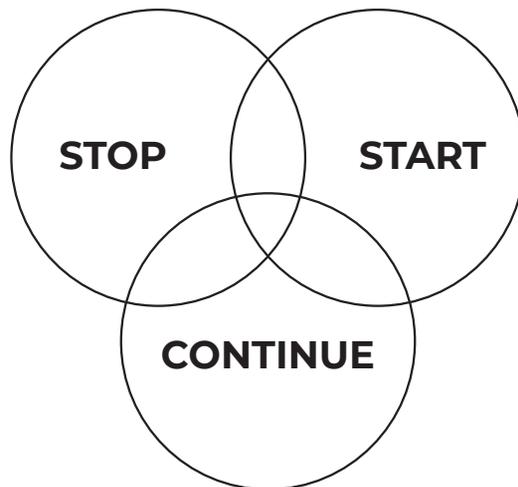
When someone approaches you for a partnership, you won't know their traits upfront. But when you know they don't have the right traits, don't be afraid to let them go so you create space for the right clients to enter.

Level up your clients. Some people are willing to pay a lot for your coaching. It's often you who holds yourself back from commanding those prices.

### **What is your revenue goal?**

Ask yourself, "What do you need to do to 10x your revenue this year?" This will force you to do something differently—educate yourself, upgrade your systems, add to your team, let go of something that doesn't work, etc.

As an exercise, list out the things you need to do in these three circles:



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