

Hi _____,

So, I have a friend who's a little... Absent-minded. She's sweet and kind and smart, but most of the time her brain is in fairyland.

The other day, I went shopping with her. We separated to look at things and when she was ready to leave, she found me and asked if I was ready to go.

I ignored her, so she waited patiently for me to finish talking to the person I was with.

Except that it wasn't me. I was a few metres away, behind her, watching and laughing. And the best part? The person she was waiting for was a man. With a beard.

Now, I'm pretty tall, but I'm not hairy. And I'm definitely not a man.

This might sound like a really silly thing to do (and it was!) But the truth is that we all do the same things all the time.

We ignore the obvious and act according to our expectations.

I did this when I was building my business. I knew what was wrong in the business and why it wasn't doing as well as I wanted. But I ignored the obvious in favour of the things that were easier to do.

In business, and in life to be honest, the hardest things are usually the most essential things. The most worthwhile.

Ignoring the obvious never helps. It just makes you look foolish and restricts your growth.

What have you been ignoring? What is the difficult task you need to do to get to the next level?

If you need help identifying your top priorities for growing your business, have a look at my _____.

Or for even more help and support, I have a course called _____ that will rip the veil from your mind and show you exactly what you should be focusing on and how.

Until next time!
