How to Fix a "Junk Drawer" Business and Scale Faster with Yvonne McCoy

with Yvonne McCoy · Hosted by Kathi Burns, CPO®, Business FLOW Strategist

Yvonne McCoy calls a business that is a collection of old systems and products, rather than a well-oiled operation, a "junk drawer" business; she found her own when COVID cut her nonprofit clients' funding.

- [ ] List every system, product and offer in your business and ask whether it is a working business or a junk drawer.
- [ ] Decide what you want to spend your time doing, not just what you can do.
- [ ] Name the one strength that comes easiest to you and build your offer around it.
- [ ] Ask an outside person what they see as your unique angle, including background you never mention.
- [ ] Write down your dead reckoning: where you want to end up no matter how much you adjust.
- [ ] When you are stuck, ask yourself what you would say to a client in the same situation.
- [ ] Describe the result your client gets, the gooey brownie, instead of your seven-step process.
- [ ] Pick one channel, one time and one modality you can keep up, and show up there regularly.
- [ ] Start with less frequency and build, rather than promising five times a week and quitting.
- [ ] Review and tweak a repeatable offer after each run instead of rebuilding it from scratch.

Listen, read the transcript and get the links: addspacetoyourlife.com/podcast/fix-a-junk-drawer-business-yvonne-mccoy/
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