



I hereby open the first meeting of ***Focusers Anonymous***

I am a devotee of running a focused business
- but I must stand up, state my name and say:

"I am not good at staying focused 100% of the time."

It's painfully true.

Back in early 2005, I declared it the **Year of No New Projects.**

I focused entirely on my existing websites and projects and the results were **AMAZING.** Before the year was out, I was debt free and ready to give notice to quit my full time job.

Towards the end of 2006 - I started to get unfocused again, though it took me quite a long time to realize just how fuzzy things were getting.

I launched an Article Writing Service.
I co-launched a PLR Article Site.
I launched a PLR Reports Site.
I launched a Family & Food Related Site.

And I bought a whole plethora of domains that I'm embarrassed to admit to or make public because they're just so darn unfocused!

I'm sure you've heard the term **Serial Entrepreneur**.

I have never wanted to be one.

But all of the ideas were good!

And all of the ideas made money!

So what's the problem?

Why am I admitting that I have made a mistake and need to repent and refocus AGAIN?

Because I am just not an Orchard Tender.

An Orchard Tender works too hard.

She's always coddling some new project. She's always watering and fertilizing and stabilizing a baby tree.

Every business has it's infancy, but always hovering over a toddling business is no fun.

Well... that's not true at all.

In fact, launching a new business is exhilarating!

It's the thrill of the IDEA – it's the rush of realizing that you've spotted a need that isn't being fulfilled... it is ***positively captivating***.

That's why I get pulled in over and over. I feel like a gambler who can't drive past a casino.

The thrill of the chase is addictive... but then, once the project is up and running... I lose interest. The idea was good – but it wasn't right for me... I'm just not an Orchard Tending kind of gal.



I am a Big Tree Dweller.

Give me one tree and let me focus all of my attention on it. Let me nurture and protect it. Then when it is big enough, I'll enjoy the shade it provides and watch it mature and grow and inspire those who see it.

And eventually, I'll be able to climb the tree and enjoy a higher viewpoint.

When it is time to slow down, because the branches are wide and strong, I will be able to build a home on its limbs and rest assured that it won't let me down.



Why do I feel so strongly about this?

I've experienced the incredible results that come from focusing.

When I scrapped the Orchard in 2005 I was able to work fewer hours and make more money.

I quit my job for heaven's sakes! I replaced my full time income WHILE working full time!

So how did I get fuzzy again?

I've spent some time thinking about this... and I think I understand what went wrong.

I did build my business part time after working a full time job and being a single homeschooling parent.

When I transitioned into a full time work at home mom – I had a LOT of time on my hands.

So I looked around and I found ways to fill my time...

Where before I had to be careful about what I spent time on – now I felt like I had time to burn so I took on a little side project here and a little side project there...

And before I knew it I was spending a LOT of time on these side projects.

Yes, I was making money. (*Quite a bit actually!*)

Making money is always fun.

BUT.

I felt like a hypocrite.

Here I am, the 'Focusing Queen' as some of my friends embarrassingly call me – and I'm got my own personal Orchard going on.

That hypocrisy alone wasn't enough to shake me out of it though. I could connect the dots if necessary. After all, my target market (the internet based work at home mom) were using these services.

Do you know what finally got to me?

A Total Lack of PASSION

I am not passionate about creating content for other people.

I CAN create content for other people.

I am GREAT at creating content for other people.

But it doesn't make my heart go pitter pat.

And if it doesn't make the major love muscle thump – I get bored.

Actually, I got bored months ago. So hypocrisy plus boredom can't really be credited for waking me up and shaking me out of the state of business fuzziness that I was in.

So what is really at the heart of this?

What was the final straw?

It is the very thing that makes Orchard Tending so unattractive to me in the first place – I was ***WORKING TOO HARD AGAIN!***

Every day you have the power to do **SOMETHING** to bring your business closer to your ultimate goals.

Every day you can pick up a bow and arrow and shoot off an arrow or two and come closer and closer to the bulls-eye.

But when you let your business get scattered – you have to fire off multiple arrows at multiple targets.

As a Big Tree Dweller – I would much rather fire off **ONE ARROW** and have it accomplish a great deal for me and my business.

I closed my eyes and I imagined myself with a bow and arrow in my hand, ready to do something to benefit my business... and I just felt ridiculous.

In order to make one shot to hit all of my projects I'd need a sawed off shotgun.

Time for REFOCUSING.

I may be slow to admit a mistake, but once I see it clearly – I don't pussyfoot around.

I listed all of my current projects and I rated each one for it's value in serving my target market and for it's proximity to the bulls-eye of my business.

Everything that failed the test has got to go!

I immediately sold one business. I negotiated with a business partner to be bought out of another one. And I have nips and nibbles at the others.

So before the month is out, it's my goal to be **Absolutely FOCUSED**.

I'm climbing up into my Big Tree, leaning back on a strong branch and focusing on what can do the most good for **Me & My Target Market** once again.



How about you? Do you feel focused? Can you strike your target with one well aimed arrow? Are you working smarter, not harder?

If the answer is no – step up... take the mic. We're all friends here.

[Want to Join Kelly for Focused Coaching?](#)

www.thepowerofafocusedbusiness.com