

James Schramko here with a business tip and this one is about getting too technical.

Stop Doing This Mistake!

Alright, so when you think of Formula One and you think of a famous driver, maybe Mark Webber who is in Australia, he is not going to be getting out of the pit stop and changing the tires. He is not going to be adjusting the sparkplugs or putting fuel in the car or playing around with the spoilers. His job is to drive the car, that's what he does.

Now, as a business owner, I see this as a very common mistake. Business owners are trying to do the wrong thing. A classic example is websites. I did this in the beginning and perhaps you did too. How long have you spent fussing around on colors and trying to learn how to adjust your WordPress website when you should've been out there doing strategy, coming up with new offers, meeting new prospects, following up on sales and running your team. These are the more important things.



Still Stuck on the Less Important Stuff?

Hire Professionals To Manage The Other Things And Start Running Your Business

When there's professionals out there that can do these jobs for low prices, you should engage their services. Stop trying to be the technician get back to being the generalist. You want to conduct the orchestra, you don't want to play the instrument. Unless you plan on being a WordPress developer, stop trying to be a WordPress developer. Get out there and run your business.

Same for bookkeeping, if you're sitting down at the table for an hour or two or a day or two trying to do your records when there's qualified accountants with bookkeepers out there, you are crazy! There's programs like Zero and Shoebox that will help you get the bookkeeping done.

Are you mowing your lawns? Are you washing your car? Are you cleaning your house? All of these things are optional. Unless you really love it, you should get someone else to do it. There are plenty of qualified, technically competent people out there who can save you from the mundane. So, get running your business, STOP getting bogged down in the little crap and you'll prosper.

Well, I'm James Schramko and I'd love your comments: What one thing will you change as a result of watching this video?

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