

Transcript for Episode 145 - Quit to Win: The Power of Letting Go Faster for Business Success

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Jessica Miller: Well, hello, everyone, and welcome to this week's episode of the "It's Your Offer" podcast. I am so excited to be here this week to talk to you about an important topic that has been coming up for many of my clients as we think about moving into the summertime period and making our business efficient, figuring out where we can streamline things, and how we can essentially buy back more time in our business while still continuing to grow. As I've been talking through this topic with my clients, a lot of really interesting things have been

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Jessica Miller: coming up around what do we focus on? What do we let go of? Where do we put our time and energy into our business in a way that's going to continue to help us grow and propel us forward, but also recognize some efficiencies or streamline our operations, our offers, and our time and energy in a way that not only feels amazing but is also extremely productive and creates those results that we want. One of the things that has risen to the top every single time is the idea of knowing when to quit. In our industry as

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Jessica Miller: entrepreneurs, quitting can get a really sort of nasty connotation. No one wants to be a quitter. No one wants to quit. But I want to offer you that if you want to win, if you want to grow faster, and you want to catapult your business forward into success, you need to learn the power of quitting. And you need to learn how to quit to win. I don't mean like, "Oh, I'm bailing out," or "Oh, I'm failing," or "Oh, I'm quitting against my will." I mean quitting to the extent that you quit quickly, you quit

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Jessica Miller: powerfully, and you quit intentionally in alignment with what it is that you want in your business and in the vein of quitting to actually bring you closer to your goals. Because I promise when you start to exercise and embrace the power of quitting in an intentional way, you will see your business soar. One of the biggest mistakes that I have made in my business in the past, and that I see

many of my clients making, is holding on to things and not letting go for longer than they need to. This can be the kiss of death

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Jessica Miller: in your business because it slows you down, steals your energy, steals your money, and overall, it is not getting you closer to the results and the goals that you actually want in your business. So being able to look at your business and understand what you should quit, what you should let go of, when is it the right time to do that, and what are some of the things that you should let go of first is so important. Because I promise, when you learn that quitting is winning when done intentionally, you will start to really see

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Jessica Miller: the power of letting go in order to grow faster and gain more success in your business. So today, in this powerful episode, we're going to talk about that, and I'm going to share with you the three areas—maybe there could be four, but let's say three areas—that I see are the most important things for you as an established business owner who is doing a lot of things, helping a lot of clients, and having a big impact in the world. These are the things you want to look at in your business where you can quit and

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Jessica Miller: quit fast. And if you happen to be one of the people that are hanging on to this, don't worry, no judgment. But this is a reminder that these are the places that you want to look in order to find those gold nuggets that you can grab onto and toss out of there. And I don't mean like crash and burn to the ground. I mean you can stop doing something or quit doing something and do it in a way that moves resources, that allows you to step into the areas of your business that actually are working, that

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Jessica Miller: you want to hold onto, that are creating those results and pushing you toward your goals that you want to, but letting go of the stuff that is not. So, let's jump right in. So, the first thing that I want to offer for you to think about quitting is looking at the things in your business that you really hate doing. Those things in your business that are an energetic drain, that take out of you all of that

energy and all of that momentum that, frankly, we love as business owners and want to be doing more often but that

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Jessica Miller: you don't enjoy doing. I want you to look at your business and take inventory of what feels really heavy. What isn't working from the perspective of your enjoyment, of your energetic well of energy, right? That piece where, when you go to do these things, you just don't like it. Now, there's two ways to deal with this. On one hand, we'll take the easier piece first. On one hand, if you're doing something that you really don't enjoy doing—let's pretend it's an offer, a task, something that you have been implementing in your

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Jessica Miller: business because you thought you would like it, but you actually don't really enjoy doing it. It feels heavy. You feel exhausted every time it happens. And it's not getting you closer to where you want to go. So, when you look at these things, you see that actually, they're not adding anything to your business. They are one of those work streams or tactics that aren't necessarily getting you closer to your goals. What you can do in that situation is literally get rid of it. I always use my body as a compass in these situations, and I tell

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Jessica Miller: my clients to do the same thing. What would it feel like if you just kicked this thing to the curb? Would it feel like expansion? Would it feel liberating? What would that feel like if you could imagine not having to do that thing anymore? And again, this is something that you're doing that, if you weren't doing it, wouldn't impact your business goals to a large extent from the perspective that it's not getting you closer to them. You could argue that it actually would impact your goals in the sense that it's freeing up this time and energy

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Jessica Miller: for you to put toward the things that actually do move you toward your goals, and I think that it's absolutely true and we need a reminder of that. But the actual tactic or the work stream isn't getting you closer. So, if you eliminated this thing, you're not going to see a major shift in your revenue or in your bottom line. So, imagine what it would feel like to let that thing go. If the

answer is expansion, if it feels liberating, like an unshackling, that is a really good indication that this thing needs to go. That it's actually

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Jessica Miller: not adding to your happiness. It's not adding to the well of energy that you have; it's not lighting you up, and it's frankly not creating any results in your business. So that indication through your physical body compass is really important. The next question I tell people to ask themselves is, what is holding you back from letting it go? Some people have that body compass reaction like, "Oh my gosh, this would be amazing. Why didn't I think of that? Goodbye." It's very simple. But many people have a hesitation. There is something that is making them

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Jessica Miller: hold onto this thing and not quit. And my question to them is, what is it? Why aren't you letting this go? I will tell you more often than not, the answer that I get to this is, "I've invested so much time and energy into this thing. I've put this thing out there. We've been working on this for six months, and I just don't want to let it go. I'm afraid to let it go." It's not that they don't want to—they actually want to—they're just afraid to. And what I always remind people of

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Jessica Miller: is a decision or an action, tactic, whatever it is, that is not working for you will not work for you more the longer you hold onto it. Like, you will not get that time, that money, and that energy that you have invested in whatever work stream, tactic, or whatever it is that we're talking about, you will not get that back by holding onto it for longer. But it is very counterintuitive to think, "If we just work a little harder, hold on a little longer, it will work out." And I'm here to tell you it will not. And the

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Jessica Miller: fastest way to get upside of your time, your energy, your money, is to cut your losses and get rid of this thing. Sometimes we need to go through the process with a coach or a trusted mentor or a friend to kind of work through this thought process, because what we really need is permission to do what we want to do anyway, which is let this thing go. And I want to offer to you, this is your

permission. This is that unshackling freedom that you've been looking for. So, I want you to take the time, ten minutes, and I

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Jessica Miller: want you to write down all the things in your business that you feel really heavy about doing, you hate doing, and they don't feel good, they feel exhausting. Write them down and then put a star next to the things that if you got rid of it would make you feel expansive and lighter and unshackled. And then see if that thing isn't impacting your bottom line or your revenue in a positive way, let it go. And do that every week for the next month. I want you to pick one thing a week, look at the list, and get rid of it.

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Jessica Miller: time, energy, and financial resources to put toward the things that actually are making a difference. So, go to number one and find those things that are stealing your energy. They feel heavy. They feel like a drag every single time. You know what they are. I want you to take it one step further and look and see if they are actually creating the results in your business that you need to win. If the answer is no, I want you to quit them. And not ten days from now—right now. What do you need to do to offload this?

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Jessica Miller: Here is your permission to take back your time this summer and, frankly, forever, because you don't need to be doing something in your business you don't love and that isn't getting you any closer to your goals. So, that's the first thing. The second thing is looking at work streams in your business, or tactics, or projects that are actually not tied to your goals. This is a really important exercise that I talk to my consulting clients about all the time, which is looking at what things you have going on in your business, what your goals and your

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Jessica Miller: key performance indicators are. Are these things tied together? Are these work streams in alignment with what it is that you ultimately want to create? I will give you an example of this. One of my clients is a high-ticket coach. She is amazing. She sells high-ticket coaching. The number one way that she finds

clients, connects with them, and helps them is by very personalized interactions. It's around relationship building. She goes to events, networking events, different places where either these potential clients are hanging around or where there is a network of people that are connected to these

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Jessica Miller: potential clients. Through those conversations and those trust-building activities, she connects with these clients and then they end up working with her. Hands down, when we look across her business, that is the lever that moves her business the most. It is deep relationships, it is trusting relationships, it is that face-to-face, person-to-person contact that exudes all that energy and all that connection that allow her to really get into that person's world and create those relationships and help them understand how she can help them. 100% of the time when she does this, it results in not only

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Jessica Miller: clients in general, but some of her best clients because she gets to know these people on a level that's deep, that really understands what it is they're looking for and she can show them through those interactions and those conversations what their life will look like when she actually works with them. One of the things that she started playing around with recently based on a conversation that she had with a colleague was building a YouTube channel. I am not here to trash YouTube channels. I think they're great. I think it's an incredible platform and a way to

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Jessica Miller: connect with potential clients. But after speaking with her, and she sort of kind of went off to the races with this, she was digging into that and she was going to hire someone to help build a YouTube channel and she was going down this road because this other colleague with a different business was actually finding a lot of success in that area. We had to kind of go back to the basics and we had to look at her business and see whether or not all of the energy that she was putting into building a YouTube channel

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Jessica Miller: and that work stream would be beneficial to her business, the way it stood right now, the kind of clients that she had and the ultimate goals that she

had with the number of clients she wanted to onboard, the type of program she was selling, those price points, etc. I can tell you all that you know the end of the story and you're probably listening to me thinking, "Really, did she have to go through this?" But the answer is yes. And I promise you that somewhere in your business you are doing something similar. Where you start to

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Jessica Miller: pull a thread that's actually not connected to your goals, that's actually not going to get you closer to the things that you want, and that ultimately will not be as powerful as the other work streams in your business that can get you closer. One of my coaches—one of my clients, not my clients, one of my coaches—but probably my clients have said this in the past too. But one of my coaches always reminded me that for everything that you say yes to, you are saying no to something else. At the end of the day, our energy and time, those

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Jessica Miller: are some of our most important resources. And when we think about these work streams that we put into our business, especially the shiny objects, those creative things that we do as entrepreneurs, we have to constantly ask ourselves, is this the best thing to get us closer to what we want? Is this going to grow our business in the most powerful way? In the example that I'm giving you with this particular high-touch, high-ticket coach that I work with, the YouTube channel is not going to be the best way to reach her clients. Period. Right?

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Jessica Miller: It's not going to be the best way to pull those people through. And even if it was an opportunity to reach those people, it's going to take so much time and energy and momentum to create that, that for every ounce of energy and time that she puts into her business, the amount of return on investment she could get for that time, staying in the lane of doing what she's doing now by finding those clients and networking with them and building relationships and trust, will far outweigh any time she's putting into that YouTube channel. And

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Jessica Miller: so, it's really important that we go into our business and we look at these individual work streams because when you have a business that's growing and moving, it's kind of taking on a life of its own, things can really get thrown in there without going through this kind of rigid process of thinking through like, is this thing really tied to my goal in the way that it needs to be? We're moving quickly, so we're not thinking through every workstream in that way. We're just kind of doing things and it sounds good and we want to experiment. And

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Jessica Miller: some of the things make sense in the moment. But then when we actually really look at it, they're not connected strongly to the goals that we want in getting us there. So, it's really important to look at your business and look at all the things that you and your team are spending time on and knowing whether or not it's actually moving you forward. Is it really connected to that goal in a strong way? Another area I see this a lot with businesses is that these work streams are hiding, they're kind of sneaking in there in existing

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Jessica Miller: programs. For example, I have many clients who have some sort of group programs—maybe it's a group coaching program, or maybe it's a program focused on a very specific deliverable, like providing a specific framework to get a specific outcome. As they're working in this program or offer, they add things in the vein of making it more valuable. So, they might add more calls, more resources, or even a yearly retreat. I don't know. You can pick all the things, right?

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Jessica Miller: There are so many things that people add in, and it costs more time, energy, and effort. The question always becomes, is it actually producing the results that you want? Is it raising the value of that offer in a way that is actually making your business grow and giving the people in that offer or program better results? Is it necessary? We often think that adding more is more valuable, but I'm here to break that thought process. There are times when adding more is more valuable, but I will tell you it's

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Jessica Miller: not all the time. In fact, I will even go out on a limb and say it's often not true. It's often not more valuable to give people more and more stuff because, at some point, all those things are not producing significant results or value. People get overwhelmed when there's too much. I would argue that it is better to give people enough of the right things in a very high-quality way that produces excellent results for them. It's about value, potency, and quality that actually drive those results. And

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Jessica Miller: that's true for your business too. Having controlled, intentional work streams, offers, and things that you are putting out into the world where the quality and the value are always high, but the quantity does not need to be. So, this second piece is about looking for those work streams that are not connected to your goals anymore. They're not getting you closer. They're actually just becoming noise and a burden that you and your team do not need. When you cut those things out, you actually have more time and more energy, and once you

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Jessica Miller: quit that, you win faster because you're really putting your energy into the things that create results and value for your clients and for your business. So, we want to look for those work streams that are not tied to your goals. Where can you quit those work streams? Where can you get rid of those intentionally and let them go in the vein of moving your business forward and moving your success forward? So that's the second thing. And then the last thing that is last but absolutely not least, and that is what are the things that are

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Jessica Miller: actually not producing the results that you want? So, when we talk about growth in my world here, we're talking about the things that create growth and momentum, revenue, clients, and impact in your business. We're talking about leaning into the things that are working. Many times, we don't take the time to actually look across our business and see where we are making our money. Where are we having a big impact? Where are we driving results and value for our clients? Understanding with extreme clarity what those things are and leaning into those things—not necessarily trashing

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Jessica Miller: the other things because, let's face it, we're in business and some things can't just be trashed—but there are certain things that actually can be trashed, that you can quit, you can get rid of. The most important piece of this is knowing what those things are that are actually not working in your business. They are things that have been going on. They are work streams that are not producing the results. They're not making you the money. They're not getting you the clients that you want. They're not producing the momentum, the impact, or the things

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Jessica Miller: in the world that you actually want to be putting out there and deciding whether or not to carry them forward. This is a really important piece of all of the consulting and growth work that I do. I have to tell you, if you look across business books and many different philosophies and approaches to successful business, people tend to spend a lot of time focused on the things that are not working. They focus on either doing all the things in the business, like all these work streams, we're going to focus

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Jessica Miller: on all of them. Or if we're talking about a strength or a weakness, we spend a lot of time trying to get that weakness to be better versus focusing on the strengths—whether it's a personal strength, a strength that someone has versus a weakness, or a business strength or weakness. We often take all of these pieces and make them all equal. When we see a problem, we focus on that problem and try to make it better. What I want to offer to all of you on this call is

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Jessica Miller: that in my world, it's about taking what is working and winning by doing that more. It is about looking across your business and figuring out, for this example, the things in your business that are not producing those results. It's being able to look at all of the offers that you might have or the things that you are doing in your business and really taking a critical eye and saying, this is where the majority of my money's coming from. This is where the majority of my business is coming from. Then you can weigh those things against

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Jessica Miller: things like financial spend, time, and energy. You look at all of those things. A lot of times, what we find is that our money is coming from this place over here to the right, and all of our energy is going to this place over here on the left that's actually not the place that's making us the most money. So, we want to look at our business through the lens of what work streams are not actually producing the results that we want. If we think of this in terms of the 80-20 rule, it's true in

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Jessica Miller: your business too. 20% of the things you are doing are making 80% of your revenue. They're making 80% of your momentum, 80% of your impact. What are those things? And then the things that are not creating those results that you want—they're not working—can you let them go? Can you quit them? And how can you do that in a way that feels good and moves you forward? Because the faster you quit, the faster you win. It is so counterintuitive, but the quicker you let go, and the quicker—some people say fail fast,

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Jessica Miller: like, okay, that thing is not working. We're going to get rid of it. The faster you do that and the more objective you can be about it—because let's face it, business is emotional, right? It's an extension of us. So sometimes we get very mired in the emotion of it. Like I was talking about in the first example, people feel like they've invested a lot of time and energy; they don't want to let things go. It's a very emotional thing. But when you can look at your business practically and objectively and look at it from

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Jessica Miller: the perspective of a data discussion—what is actually moving your business forward—and identify the things that are not moving them forward, can you dial those things down and out? Because some of them don't need to be there. You can take that energy and time and actually put it into the stuff that is working. Just think about this: if you have a 40-hour week and you wanted to take the 20% of time that you're spending on something that's not working in your business right now and put it toward the stuff

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Jessica Miller: that is, you would basically get an entire day back. Forty hours—8 hours is 20%, right? I'm doing the math right. I am. It's 20%. That's a whole workday that you would get back to put toward your business in a meaningful way that you know is a lever that if you pull it, you will grow. That's the beauty of letting go to actually go faster in your business success. That's what we want. So, look across those pieces where they're not producing the results that you want. They're not the places you are

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Jessica Miller: winning. Get rid of those things and quit those now, putting your energy and your team toward the stuff that is running in your business. To wrap this all up, the faster you learn to intentionally quit in your business, the faster you will win. Letting go is the key to faster business success, and if you want to grow faster, it is about raising the quality, raising the focus, and really understanding what is working and leaning into that. These are the three areas where I want you to

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Jessica Miller: look right now to figure out where you can quit to win. The first place is looking at things in your business that you don't like doing, that you hate. This is an energetic feeling. It drags you down, it feels heavy, it's not a great experience. When you think about those things that are not connected to actually moving your business forward, you can just let that go. One thing

I think I did not say earlier is that if you don't love doing them, but they are actually creating results in your business, the best thing that

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Jessica Miller: you can do in this area is find somebody on your team or that you can hire who loves doing it and delegate it. If it's an important piece of your business and you're seeing that it is actually moving you toward success and growth, you don't want to just throw that out, right? But you don't have to do it. You can get rid of it. You can quit doing it and you can give it to somebody else or give it to somebody on your team. Delegating is liberation. I remember one of my coaches said to

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Jessica Miller: One of my coaches said to me, "Hey, when you find somebody who loves to do that thing that you don't love to do, every time you keep holding onto it, you are stealing their happiness." I was like, "Oh my gosh, you're totally right. They love that thing. I want to make them happy. Here you go. Here's the thing." And it's true. They love it, and they're great at it. So, let them do it, and you can quit doing it. So that's the first thing, things that drag you down energetically. Second is the work streams that are not tied to your

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Jessica Miller: goals or your results. This happens; it's inertia. We are growing businesses; we are thriving, we're adding things in. What are those things that are actually not driving the results? They just kind of happen because they're either in the moment or we've been doing them for a while, but they're actually not tied to those KPIs and those results. Therefore, they're not really helping you succeed in your business. They're not helping you grow. Where can you find those things and get rid of them? Quit doing them. And as I mentioned earlier, the place where these are hiding

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Jessica Miller: is often in people's existing programs. It's in there where you're like, "Oh, I'm going to add this thing. I'm going to add another call to talk to my group every week, and then I'm going to add this thing that we push out every Monday, and then we're going to do this." And half of those things are not adding value. They're not actually creating the results. They're not moving the business forward, but they are taking a ton of time and energy and often money. So how do you get rid of those to really spur the success where you can go

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Jessica Miller: faster and get better results when you're not bogged down with those things that are actually not creating or connected to those KPIs or goals that you want? And then last but not least, it's just the things in your business that are not working. They're not creating the results. They are not where you're making your money. They are not where you're bringing in great clients. They are not where you're helping great clients. It's those work streams that we have in there. Often, these are layers of offers that people have in their business that, for whatever reason,

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Jessica Miller: they added with the idea that this is going to help them grow. Actually, it's not. It's causing them more time and energy and sanity, but it's not adding to their growth significantly, and in many ways, it's actually slowing you down. So how can you let those things go? I will tell you, business success is in the subtracting. Business success is in the quitting. It's in the letting go. These are not dirty words. You are not a failure. You are a brilliant business person. If you

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Jessica Miller: can look at your business and look at the quality of what you're doing, connect that to your goals and your outcomes, and get rid of the rest. Lean, focused, intentional, high quality, potent, high impact—that's what you want in your business. And what it does is it allows you to create so much more, so many more results, go so much faster in the growth that you have by doing less, by focusing in and doing those things that you do in your business really, really well. So, with that, I cannot wait to hear all the successes that

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Jessica Miller: you have. I cannot wait for this to be the key to you opening up the next 3 months of your year. As we move into the summer, the beautiful thing about this time of the year is there's flex. There's often natural flex in the marketplace, and it gives us time to slow down, think of these things, get clear, move into this powerful intentional position, and then speed up. I promise you if you do this, you will watch your summer open up. You will have so much more breadth and expansion and clarity. You will know exactly

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Jessica Miller: what to do, and your business will soar. It will soar. Come the fall, when the market shifts again, it will catapult you into success that will carry you through the rest of your year. So, I cannot wait to hear about your amazing summers, all the momentum you create in your business, and all the quitting that you do to really catapult yourself into faster business success going forward. Have a beautiful week, everyone.