



## **ServeNoMaster 077: 3 Ways to Turn Weaknesses into Strengths**

**Subtitle:** Turning Bad Days into Great Ones

### **Key Takeaways:**

- Every business has ups and downs. That's the reality. Learn to take the bad days and turn them into something great.
- Copywriting was a weakness that I developed into a strength.
- Find a system you can follow. Put in the effort and be prepared that it may take you time to become good.
- Find mentors who can really teach you. Learn to work with them even if they are difficult or their personality doesn't match with you.
- Find a template and use it. There's a formula for anything you want to do.
- Decide if the skill you're weak at is something you'll use again and again. If it is, then develop it. If it's not, then hire someone for it.
- When deciding where to spend your time, consider the ROI.
- Internet marketing business is driven by 3 factors: creation of product, sales message and traffic.
- To grow your business, you need to look at all areas involved and consider if:
  - Do you need to get someone else to do it? If it doesn't cost too much, then that's fine. Example: bookkeeping
  - Do you need to learn it? How long will it take you to learn? How soon will it make you money?
- Consider if there are apps and tools you can use. Consider the time, effort and money it saves you.
- Approach various aspects of your business using logic than emotions. Find the balance even if it's hard.
- If you struggle in an area, just go around it.

### **Resources**

Freshbooks – <https://servenomaster.com/freshbooks>

Sponsor ConvertKit – <https://servenomaster.com/convertkit>