

# **The Big Picture Podcast – Episode 1**

## **Seeing the Big Picture in Business**

### **Introduction**

- Welcome to the first episode of The Big Picture Podcast, hosted by Dominica Lumazar and Rory Carruthers. Rory and Dominica are two massively successful business marketers and #1 International Best-Selling Authors. Their goal has always been to help entrepreneurs develop their big-picture strategy. They have both built multiple marketing agencies from the ground-up and have helped their clients earn over one billion dollars in additional revenue. The Big Picture Podcast aims to help them broadcast their knowledge, vital leadership, and cutting edge business information to the world.
- In this first episode, our hosts focus on some of the keys to business success during these challenging times, including adaptability, perseverance, credibility, and adding value. They share how these traits have helped them and their clients in the past and currently to continue to find success during a global pandemic.

### **How to Adapt & See the Bigger Picture**

- A vital part of growing and maintaining a high amount of success with your business is foreshadowing what may be on the horizon and adapting to it.
- It is crucial to know how to adapt your businesses to suit the current climate with COVID-19 running rampant amongst businesses' funds throughout the world. Dominica highlights how she has been contacted by companies during this stressful time, asking how they can manage to survive and keep their business alive through COVID-19 and lockdown rules.
- Despite the obvious pressures the current world climate is putting on business owners, Dominica's clients are doing well. In many ways, they are doing even better than they

were before COVID-19. She puts this all down to their mindset and ability to learn and adapt swiftly.

- Before COVID-19, the mindset was simple: just follow your daily routine and earn money at the end of the day. Now, they have to adapt their mindset to try and find ways around all the restrictions in place that have hindered their income through new techniques, such as delivery or online shopping.
- Everyone faces challenges in life. You can either shy away from the challenge or acknowledge that all of this is happening, but you still need to get stuff done. The key to getting around the problems that the world has put on your business during this time is to keep moving forward and look for new opportunities. You need to adapt and find new ways to be innovative with your business to suit the current climate in a world controlled by COVID-19.

### **The Journey is Just as Important as the Destination**

- One of Dominica's favorite quotes is "I had thought the destination was what was important, but it turned out it was the journey" from Clayton Christensen's book *The Innovator's Dilemma*.
- This book has shown Dominica the importance of paying attention to the journey you find yourself on, even amongst the perceived chaos and stress of work.
- If we consistently ignore the journey on our way to achieving our bigger picture, we miss out on so much joy and lessons along the way.

### **The Importance of Providing Value**

- One of the critical points to business and running a successful business is that the quality of what you put out has to be up to a certain standard.
- The goal is to improve someone's life, regardless of whether you are an established business or just starting out.

## Nerves are a Good Thing

- Both Rory and Dominica have been able to get through whatever life throws at them. They are not afraid to fail. Clients who fail usually let the little obstacles and roadblocks get in the way of their bigger picture of reaching their end-goals. Some entrepreneurs hold themselves back because of a fear of looking dumb. Dominica shares an example of how stupidity is meaningless. She always thinks about when the Squatty Potty went on *Shark Tank*. Despite the perceived absurdity of the idea, they are now multi-multi-millionaires as a result.
- If you are not nervous or have an emotional reaction to some degree, what you are doing must not be fun. Dominica compares this to her time on stage as a lead singer; if she did not walk onto the stage to perform without a bit of nervousness, it would not have been fun. When creating an idea for a business, nervousness is a natural component and a good sign.
- When entering a phone call with a client, you can be nervous, but just know that you are to treat them the same way you treat everyone else, whether they are immensely successful or just starting. Fear is not needed; it is just a conversation. By doing this, you'll quickly get into the flow of whatever you're doing and realize that you know what you're talking about, and if you don't, then just keep working on it and educating yourself more on the topic.
- Dominica's monetary success only came to full bloom in the last four or five years because she had gotten hung up on the advice of other coaches that had left her with a huge learning curve. When she dropped all of that and started with what she has, it all started to kick off. If you feel uneasy about any advice you receive, drop it and discover the next step is for you if you do not feel ready to adapt to someone else's input.
- Within the first six months of Rory's business, the biggest deal he had gotten was \$5,000. But along came the opportunity to make a big pitch, which would see him conduct a deal for \$300,000. Rory was nervous about closing a deal this size, but he did it anyway. He

kept improving, much like the amount for his deals did, as he went from closing that contract within 13 phone calls to around 2. Improvement is made if you stick to what you know and persevere through any problematic patches you may have.

## **The Importance of Building a Relationship**

- Building a relationship with someone is a key factor when building trust in the process of finding a way to consistently close deals. Building a relationship with individuals if you can rather than an organization is a huge benefit. She deals more with organizations while Rory deals with individuals. As a result, she has to do a lot more of selling herself on why she would be a benefit and an important factor to boards.
- Rory is becoming more personal with the clients he takes on and seeks to become friends with them in a way to build that level of trust.

## **Credibility and Perseverance**

- Rory and Dominica have enabled their clients to gross more than \$1 billion. Additionally, they are both international best-selling authors. Since the launch of her book, *Empowered: Business Owners Guide to Leadership and Success*, Dominica has quadrupled her income.
- The book launch and the accolades that have come with it have convinced older clients to return and show new clients that she has credibility. Her book has been the extra push for clients who were not yet fully convinced. Dominica attributes much of this success to working with Rory Carruthers Marketing and his team.
- Rory and Dominica began their partnership making music together. They met ten years ago due to their mutual passion for music and started their band Forever Yours. Their music has been heard worldwide, especially their single from their latest album, [\*Here and Now\*](#), which hit top 100 on the radio charts.

- Now, they are assisting entrepreneurs and business owners in creating billions of dollars in revenue. It all comes down to the drive to add value to their client's lives, which is the driving factor in their work and the reason they are so successful at what they do.
- Adding this value to their client's lives has been an aspect of both Dominica's and Rory's life that has provided them with immense fulfillment and has granted them purpose. Dominica reiterates that even if you are struggling now, as long as you maintain your passion and stay on course, the clients will eventually come.
- Due to rarely seeing his father much while growing up as a result of his parent's divorce, he longed to be able to be there for his kids. Upon finding himself working 100-hour weeks and not seeing his kids as much as he'd have liked, he decided to launch a book using the marketing strategies that he had formed throughout his career.
- These strategies were so valuable that Rory even had established book launchers themselves contacting him to want in on his knowledge. Through building credibility and endless perseverance, Rory was able to create a lifestyle that allowed him to be at home. This success has fueled the ambition to help others have this opportunity too.
- Credibility is everything for a business, as Dominica highlights how the first thing most people do when deciding where to eat and so on is to look into the credentials and reviews of a business or restaurant beforehand.
- Credibility is no different in any other line of work and can either leave you struggling or propel you to new heights that you may not have even been able to imagine yourself.

### **Resources and Links Mentioned in Episode:**

- [The Innovator's Dilemma by Clayton Christensen](#)
- [Squatty Potty Shark Tank Episode](#)
- [Empowered: Business Owner's Guide to Leadership and Success by Dominica Lumazar](#)
- [Rory's Website and Books](#)
- [Big Picture Business VIP](#)