

The Big Picture Business Podcast — Episode 5

How To Be Awesome at Anything in 5 Minutes

Introduction

- In this episode of The Big Picture Business Podcast, Dominica Lumazar and Rory Carruthers go over many enticing topics. One of the main topics is mindset versus tactics and where they come into play in business.
- Our experts also share strategies on how to become better at anything in 5 minutes.

Mindset and Strategies

- When you're getting started in business, one of the biggest hurdles is all the tactics that stand out, the little hacks that people try to sell you, trying to act like their system is the only way to become successful.
- Once you have a functioning business and surround yourself with successful people, you'll realize that most of the time, they're focusing on mindset strategies, not tactics.
- The biggest block we face when trying to move forward tends to be ourselves and not the strategies we are using.
- The terms *tactic* and *strategy* are often confused. Tactics are the actual means and steps used to meet goals and objectives, while the strategy is the overall big picture or campaign plan.
- You will always need a bit of both. When hitting up against a barrier, you need to tell if it is because you are using an outdated tactic or a mental block. Sometimes, you are feeling an internal block. Other times, you're using a tactic that someone shared with you that they had success with a few years ago, but when you implement it, it just doesn't fit, or it is outdated.

- Dominica's pay-what-you-can offer has worked very well for her business and her clients. However, Dominica acknowledges that the people who market tactics and strategies to the masses, some of whom are even peers to Rory and herself, are often wrong.
- Before you make that jump of investing, it is vital to know where the idea you're investing in can fit into your business model before taking that leap of faith.

Doing Things Efficiently with What You Have & Creating a Personal Connection

- A couple of years ago, people said online courses were dying because of oversaturation, but now the tables have turned as a result of COVID.
- One of Rory's clients was going back and forth between doing and not doing his course. Rory was trying to figure out why the client was so hesitant about doing the course. He learned the client was stuck because he thought he'd have to hire a film crew to come out and shoot the videos. That isn't necessary.
- Simply use an iPhone and attach microphones. People are more interested in content and information. It doesn't need to be a massive production. Remember, start with what you have and go from there.
- Dominica first tested her pay-what-you-can idea on her email contacts list for those who had signed up for her free + shipping offer on her book, *Empowered*. This list already knew her, so it is considered a "warm" list. She got an immediate response, but it wasn't overwhelming. Once she got through that first wave, she shifted to Instagram to start posting there. Thanks to ThriveCart, they had some simple checkout pages for interested people.
- Dominica's pay-what-you-can idea created a level of personal understanding between her clients and herself. Despite all of her accomplishments and features, nobody wants to hear about them right now. They want to hear about her on a personal level.

- Two people paid her very little money at all, but it didn't matter because they may return to her in a few years down the line. What it all goes back to is building personal connections.

Factors of Online Business and Knowing Your Limits

- Consider all the factors that businesses are up against online outside of their competition. These include aspects such as the algorithm and SEO. Many SEO companies have no idea what they're doing.
- A major explosion is on the horizon. This is a pivotal point in history where some unique people will come out of the woodwork and move into the online sphere.
- Know your limits and how far you can push them. If you don't know your limits, you could end up giving 200%, which will eventually just make your mind or body want to give up due to burnout.
- Dominica used to call Rory "The Pusher" because he used to push her so hard when she was singing that she didn't even know how she was hitting the notes she was hitting. However, eventually, Dominica did get a little burnt out, and there came a short period where they didn't make music.
- There will be points where you have to push past the physical and mental roadblocks; however, doing this consistently is not sustainable.

How to Get Above the 95%

- Most people know the concept of needing to invest 10,000 hours into something to become an expert. What that means is 10,000 hours of real committed, intentional honing of your craft. Not twenty years of sitting behind your desk at your office job that you hate. People hear the number 10,000 and are put off by the idea of the commitment due to simply not having the time.

- The number 10,000 is designed to get you into the top 1% of people in a certain field. Even once you hit the 10,000 mark in a field, you don't technically become a master; you will still learn more as you continue through life.
- Circle back to what most people do when they want to learn something. Using a guitar as an example, they usually pick it up, acknowledge that they don't know how to play it, only to repeat the same action again in six months.
- So, if you realize that most people are never going to put any time into something, you only have to put a fraction of those 10,000 hours into something to rise above the average person. To become better than the average person in a field, all it takes is 100 hours, so you could technically do that in a week.
- The other way is not to devote 100 hours in a short period of time. This strategy is discussed in a book Rory is releasing later this year titled *The 5 Minute Musician*. It is the notion that putting five minutes a day into something over an extended period of time will eventually lead to you becoming better than the 95%. However, you have to be completely engaged for those five minutes. You have to make sure you do it every single day without any skipping or making any excuses.
- As mentioned in the past, there is no single strategy that fits all, whether in business or becoming an expert in something.
- Mel Robbins' *The 5 Second Rule* shares the concept that if you think of something, do it within five seconds, or you'll most likely never do it.
- You become better than the 95% by simply taking action, being consistent, and doing it with clear intentions in mind.

Resources and Links Mentioned in Episode:

- [Yeti](#)
- [ThriveCart](#)
- [Joe Satriani](#)

- [The Five Minute Musician by Rory Carruthers and Christopher Bright](#)
- [*The 5 Second Rule* by Mel Robbins](#)
- [Local and Mobile Marketing SEO Agency](#)
- [Empowered: The Business Owner's Guide to Leadership & Success by Dominica Lumazar](#)
- [Rory's Website and Books](#)
- [Big Picture Business VIP](#)