



# Breaking Free

FROM THE 3 TRAPS  
THAT HINDER OUR  
GROWTH AND SUCCESS  
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## FROM THE 3 TRAPS THAT HINDER OUR GROWTH AND SUCCESS IN BUSINESS AND LIFE!

Entrepreneurship is the greatest personal development journey ever!

The truth is that **our business will only grow to the level we are willing to grow and expand** our capacity. I see this with business owners I coach, and I've experienced it myself.

When our business is stuck or reaches a plateau, it's because we are stuck, stale, or stagnant in our growth process. We are operating out of a fixed mindset and a limited perspective and capacity. As a result, we are creating a job for ourselves instead of building a freedom giving, scalable, sustainable, enjoyable, profitable business.

Usually, we have fallen into one of these 3 traps:



# The Reactivity Trap

**When we are in the Reactivity Trap, we react to the daily demands of the business with no time, space or energy to focus on growing our vision for the business, working in our zone of genius, or intentionally creating more freedom and impact.**

One of the most important things we can be doing as business owners is business development. That includes creating and developing the organizational structure of the business, ensuring our business model best supports our growth and sustainability, and our processes, systems, and team empower that growth and sustainability.

Business development also means cultivating community (connections and relationships that support the growth, health, and sustainability of the business), in addition to lead generation, sales, and marketing. Depending on the size, structure, and support of your business, your team supports you in each of these areas, but your time, energy, and resources need to be primarily focused on them.

Yet, what I see in most businesses and what I experienced personally for many years was the opposite. **Our business development gets our leftovers, because our time and energy are spent primarily on the daily business management. We tend to react to what feels urgent.** We focus on the 95% of the business management tasks that we need to either be delegating, planning time to do in the future, or dropping completely, and we leave no room for the 5% of business development tasks that will accelerate the business to new levels of growth and success.



# The Reactivity Trap

TRAP #1



**Most business owners are stuck in overwork and overwhelm and are reacting to the urgent instead of what's most important in their business.** They feel uncertainty and inner conflict about how they need to be spending their time and energy to be most effective, productive, and successful, and they are doing all the things from urgency, fear, and busyness and calling it productive, when it's not.

They know how to take action and get things done, but the things they are focused on aren't the things that are moving the vision of the business forward most effectively.

## Reflection

Do you relate? Is it time to step off the hamster wheel of busyness and start learning how to be truly productive?



# The Success Trap

You're talented at what you do, and you've built a successful business, and you're incredibly grateful for it. But **the demand of your success is keeping you stuck working the way you think you "have to" to keep it going, instead of being able to work the way you really want to – with ease, joy, freedom, and expanded capacity.**

You're following all the success strategies and formulas, the shoulds and supposed tos, and you're not enjoying any of it. Not only that, you feel trapped in all of it.

**You're having to do it all, carry it all, and the success of the business rests on your shoulders.** You're in demand and you're needed, which allows you to feel valuable and purposeful, but your business can't run without you, and in essence, you've created a highly demanding job for yourself.

Your capacity is limited and the only way you see to keep the business going at the level of success it is, is for you to work longer and harder and do more. And you don't have the margin of time or energy to think about how to grow the business because that would mean even more for you to do – and you don't see the way.

So, you grind day after day, doing what you have to do to keep all the plates spinning and you're worn out. **You frequently daydream about the freedom you want to feel** with your time and energy to do what matters most to you in life, to have real time off without thinking about or taking work home, and **you wish you could really do what lights you up in a way that would impact more people in a much more enjoyable and sustainable way** but you only have enough time and energy (barely) to get you through the days.



# The Success Trap

TRAP #2



You're also believing the lies that this is what you have to keep doing. This is just the way it has to be. And you can't make the courageous changes you want because then you'd disappoint people, you don't have a way to change it, you don't know where to start to change it, and if you do, it will cost you your current level of revenue or even your business.

I stayed trapped in those prisons for years, and I can tell you it's a hell hole, and you're the only one keeping yourself there. **There is another way, and if that's where you are right now, I'd love to help you break out and create the freedom business you yearn for.**

## Reflection

Do you relate? Is success keeping you stuck? How?

# The Tolerating Trap

Despite our own personal growth being crucial to our business' growth and success, the majority of business owners aren't making a serious commitment to the development and practice of their own personal and leadership development. They're trying to go it alone and figure things out for themselves believing that asking for help is failure or weakness – and unnecessary.

And **the reality is that most of us, despite our best intentions and effort, are masters at getting in our own way. We are our own worst enemies.** The first step to changing that is understanding how we are getting in our own way and learning how to do something different.

**Most of us are getting in our own way** because we are tolerating things, thoughts, and behaviors that no longer serve us and act as obstacles to future growth. Tolerations are things we have been putting up with that we aren't okay with, often for a very long time.

Consider this. **To take your business to the next level of growth and success, what should you leave behind that isn't serving you?**

What I often see is business owners being buried by duties and responsibilities that have become part of their job but drain them mentally and physically and prevent them from doing what they should be doing as the leader of their business.

They're doing things that aren't in their natural zone of genius or the highest value activities they ought to be performing, things they should have delegated or dropped a long time ago.



# The Tolerating Trap

TRAP #3

Some examples of things we are tolerating in our business that are creating stagnation are...



- Being the doer in our business instead of the visionary CEO
- Not paying attention to our numbers and our profitability
- Accepting bad attitudes from team members
- Our own procrastination
- Not marketing consistently justified by busyness
- Not paying ourselves first
- Extra weight on our body
- Lack of systems in the business
- Not having time or energy for the things that are most important to us
- Working on weekends or nights and being constantly preoccupied with the business
- Overwhelm, Overstress, and constant frustration
- A cluttered, messy work space or house
- Not being able to make a decision
- Living an unhealthy lifestyle
- People pleasing, not setting boundaries, and living up to others' expectations
- Not having clarity about what our next version of our business looks like
- Not having an effective strategic plan to move our vision forward
- Clients who aren't valuing our time, services, and who are challenging our fees
- Underperforming team members
- Not taking a vacation
- Having low revenue months
- Not working with our ideal clients

**Do any of these sound familiar?**



# The Tolerating Trap

TRAP #3



**Our tolerations wear us down, drain us dry, and keep us stuck.** Tolerations hinder our potential and the possibilities in our business. Understand that your tolerations represent an older version of you – the future version of you can no longer be slowed down or stagnated by them.

**Letting go of what you're used to is scary but we have to be willing to let go to grow.**

We must let go of things of lower value and misalignment to open up space for things of higher value and more alignment. **If you take courageous action, better opportunities will present themselves and your business will expand in success.**

## Reflection

Do you relate? What are you tolerating that's keeping you stuck?

# The Good News

You don't have to sacrifice success for the sake of your health or happiness. Or vice versa.

**You can create a freedom business that maximizes impact, profitability, and you can lead it with ease and enjoyment in a way that lights you on fire.**

It starts with reconnecting to your true essence, power, and inner wisdom and learning how to create and lead your business from the inside out, not the outside in!



These three traps are limiting your capacity as a leader and stealing the joy and ease of growing a scalable, sustainable, profitable business. They're also robbing you of the life of freedom and fullness you were created for.

**If you're ready to break free from these traps,** and you want to discover exactly how, be supported by someone who has been there and knows the way out, and by a community of like-minded and hearted business owners who are walking their own path to freedom, enjoyment, and next level success, let's talk!

I have two incredible coaching programs for business owners who want to SOAR in business growth and success and live a life they love with the freedom, impact, enjoyment, and abundance they were created for!

I would love to have a conversation with you and see if we might be a good fit to partner together so you can **close that gap between your dream and your reality.** It's time to **grow your business aligned with your lifestyle values and create significant Revenue Increase, Expanded Impact, Greater Joy and Fulfillment, and More Free Time to Do What You Love.**

**If you're ready to take the next step, then let's talk.**  
[Schedule a free vision strategy session with me today.](#)

## ABOUT THE AUTHOR

# Connie Jones

Connie Jones is a savvy Business Growth Strategist who coaches heart centered, mission driven Business Owners to SOAR into aligned success and build a business and life of Freedom, Impact, and Abundance! Her high caliber coaching programs result in significant income increases, greater impact, abundant joy, and more free time for her clients.

Connie guides her clients through meaningful transformation inspired by her own past frustrations with the gap between her reality and her dreams in her business and life. She developed the wisdom, knowledge, and tools to build her ideal business and life, and she now coaches other change makers to do the same.



Blending her background as a Psychotherapist, Transformation Coach, and Business Growth Strategist, she helps her clients clarify their vision and create an effective, scalable and sustainable business growth strategy with aligned action steps to move their vision forward so they can SOAR to next level success, impact, and freedom. As an intuitive and dynamic motivator, she guides them in breaking through unconscious and energetic blocks, transforming ineffective patterns of behavior, and learning to trust their inner wisdom and intuition. She teaches them how to maximize their time and energy, harness their superpowers, and make quantum leaps using spiritual principles to make their vision their reality. As a result, they develop into the confident, empowered Visionary CEO Leader and brilliant Change Maker they were made to be! The result is increased revenue, more free time, expanded impact, and more ease and enjoyment in business and life!

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Connie is also the founder and owner of Arise Counseling and Coaching, a private counseling and coaching practice in Peachtree City, Georgia, where she leads and develops their team of talented Therapists and Coaches to empower people to Thrive In A Life Of Freedom and Fullness! [www.arisecounselingandcoaching.com](http://www.arisecounselingandcoaching.com)