

Are you a business owner that makes this mistake?

This is something that needs to be addressed, and it's one of the most important articles you'll ever read. A lot of the time people get this wrong and you will run into this sooner rather than later.

You can make this mistake multiple times and it can be very enticing to step into this trap.

It is the worst number in business, we're talking about the number ONE.

If there is ONE pillar holding your business in any area, you are basically asking the universe to screw you over.

It can happen even to business owners who have a lot of years of experience in the field.

Sometimes it doesn't feel like that, but it is going to happen.

Why you should never rely on one pillar in every area of your business

Imagine you only have one good employee. People like these are hard to find.

If that person gets sick, dies, quits, goes rogue, goes working for the competition, you're in hot water.

And that's on you, because you should have had insights into the methodology, inside into the passwords, etc.

Same goes if you have a one lead generation method, one way of getting customers in the door.

Something is going to happen to that one lead generation. It happened to a lot of business owners and some of them knew they should have got another method, but they didn't. They were too busy with more important stuff.

One day, they kick away your one pillar that is holding the building, and the whole building crumbles.

Not an ideal way of doing things.

How to fix this before it is too late

If you have one of anything in your business, you should get it at least at a 1.5, preferably a 2.

Even if it's going to take you some extra time and some extra hassle, trust me, it will be worth it.

You'll think everything is going fine, until one thing breaks and that one thing is your only crucial business holder.

You never expect it to break but yet it still happens.

Do you have only one lead magnet? You should preferably have 2 at least.

One good employee? Make sure you have some insights on his work.

Obviously, you'll need to replace him. Not with a downgrade in the long run, someone that can perform at his level at least. Finding even a better employee would be great, but for now, let's stick to someone at that level to fill his shoes.

It is better to take some time into this, then regret it later.

Let's get in touch and we'll see what we can do for your business.