



Hey there!

Moving Beyond the Familiar

When was the last time you tried something new?

For me, I just jumped on the podcast train, and let me tell you; I don't know why I waited so long.

Except, I do. I held the limiting belief that podcasts were just someone droning on and on about a topic.

As with most limiting beliefs, I relied on past experience to inform the present.

When I was a kid, storytime was the most dreaded time of the school day. Listening to the teacher read aloud was SO BORING to me. I'm a visual learner and prefer diving into the words on the page. I love creating the story in my head, complete with soundtracks and casting of my choosing.

Naturally, because I know this about myself, I wrote off the idea of listening to podcasts. I made the mistake of thinking of them as someone talking to me rather than engaging in conversations among people.

Once I experienced the connection to the people in the podcasts, I couldn't get enough of them.

Why am I telling you all this? Well, first and foremost, I want to share two of my favorite podcasts of late:

[Emily Aborn's She Built This](#) Marketing whiz Emily Aborn interviews female entrepreneurs to offer inspiring stories, biz' tips, life lessons, a little silliness (because as she says, "I can't help myself most of the time!"), and the tools you need to build and start living out whatever "This" means for you!

[Kim Dawson's Sassy Strategist](#): Business strategist and coach Kim Dawson brings the "how-to's" of building your business so that you can achieve high profits, long-term success, and a fulfilling life. If you're a solopreneur or small business owner and offer creative, professional, or consumer services, this podcast is for you.

I also want to challenge you all to try something new. I don't mean "New Year, New Me" stuff. Start with your thoughts about what's held you back from taking the plunge into a new area of interest. Then defy that thought and try it anyway!

Once you've given your "one new thing", a shot, let me know how it goes! I love hearing from all of you and continuing to experience new-ness with you all!

Happy December!

-Beth

Email Beth

P.S. Share your secret weapon to running a smooth, successful business with your friends and family by having them [book a strategy call!](#)



Beth's Blog Series



Tip Number 9

Focus your time on your passion

Each business owner I know launched their business based on a passion.

Attorneys love the law; writers connect to the written word; photographers are driven by creating beautiful images and capturing moments in time. The types of businesses may vary, but my clients love what they do and cannot imagine their lives doing anything else.

Also: None of them are passionate about bookkeeping.

Now that's good news for me because bookkeeping is MY passion...

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Small Biz Spotlight

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At Beth Blaney & Associates our top concern is providing small businesses and solopreneurs freedom from the number-crunching and office work that pulls them from their fields of expertise. We relieve our clients of the demands of running an office so that they can find freedom to focus on what they love to do. We alleviate the stress and chaos that can accompany bookkeeping and office tasks. We also keep up with new regulations so you don't have to!

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