

# Provide Society

Execute a routine system,  
reach more people and grow your business  
with plans and data-driven procedures



## 133 Business Mistakes I've Made (So Far)

Learn from my mistakes  
so you don't have to make them too

by Lily Hewelllyn

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I've made hundreds of mistakes during my time in business! Some mistakes were unavoidable and meant I learnt a lot, while others could have been avoided, saving me time and money, if I had someone to guide me. I made...

Mistakes with Planning and Systems

Mistakes with Client Relationships

Mistakes with my Service

Mistakes with Sales

Mistakes with Marketing

Mistakes with Finances

Mistakes with My Self-Belief (or lack of)

Learn from my mistakes, so you don't have to make them too...

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# Mistakes with Planning and Systems

Planning and systems involve the daily tasks of running of a business like time management and prioritising energy and tasks. Having a clear plan and system in place is essential so that a business can run smoothly and provide for as many people as possible.

- 1 Not understanding the extent of my energy levels
  - 2 Not knowing how to pace myself
  - 3 Not having an accountability system in place
  - 4 Not having a support system in place
  - 5 Not getting more skilled people than me to help me
  - 6 Not having clear personal goals to aim for
  - 7 Not having clear professional goals to aim for
  - 8 Not knowing what accomplishing my goals would look like
  - 9 Not knowing how to measure my efforts
  - 10 Not knowing how to measure my progress
  - 11 Not knowing how to keep record of my efforts
  - 12 Not knowing how to keep record of my progress
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- 13 Not knowing what my routine daily, weekly, monthly tasks were
  - 14 Not knowing what "urgent" means in general
  - 15 Not knowing what "important" means in general
  - 16 Not prioritising what was urgent and important
  - 17 Writing down my to-do list and not actually doing anything
  - 18 Not knowing what is realistic
  - 19 Committing to something not challenging enough
  - 20 Not being able to commit to the time and effort an idea needed
  - 21 Being close-minded to new ideas
  - 22 Having too many ideas to pursue and not knowing which to prioritise
  - 23 Having too many ideas that I got overwhelmed
  - 24 Not researching if an idea is worth pursuing
  - 25 Not having a clear routine
  - 26 Not setting deadlines
  - 27 Not understanding the consequences and impacts of tasks
  - 28 Slacking to develop my planning and systems
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# Mistakes with Client Relationships

The relationships you have with your clients as a service provider is central to everything - your client is interested in what you provide as long as they trust and respect you as a person. Ensuring you have a good working relationship with clients and they are happy is what business is all about!

- 29 Not being able to say no to clients
  - 30 Saying yes to any client request
  - 31 Meeting a client outside the hours I wanted to work
  - 32 Loosing clients because I was too unforgiving with rescheduling
  - 33 Loosing clients because I was too inflexible with meeting times
  - 34 Allowing clients to push time boundaries
  - 35 Not addressing a client repeatedly arriving to sessions late
  - 36 Allowing one client to negotiate my fee when I was uncomfortable
  - 37 Not asking clients how they needed to be supported
  - 38 Not asking clients for a testimonial
  - 39 Not setting the client's expectations of their role
  - 40 Not setting the client's expectations of my role
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- 41 Not having some kind of written note of what is expected
- 42 Not replying to clients quickly enough
- 43 Not showing my enthusiasm and care in replies to clients
- 44 Being too timid to show my client I care about our work together
- 45 Being too timid to send a follow-up email to my client
- 46 Not sending reminders about an appointment
- 47 Not asking clients if they had additional needs for support
- 48 Not asking clients for feedback
- 49 Allowing clients to negotiate the scope of my service when I was uncomfortable

## Mistakes with my Service

Your service is what you literally do for your work and what you give to your clients. Knowing exactly what you do and how you help others will enable you to enjoy what you do, get paid fairly and provide for others!

- 50 Not ensuring the client knew my limitations
  - 51 Not ensuring the client knew what I specially do to help
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- 54 Not knowing what value is
- 55 Not knowing who I wanted and didn't want to work with
- 56 Not knowing how I wanted and didn't want to work
- 57 Not knowing what a client may need help with
- 58 Not knowing how to make my service accessible
- 59 Now knowing how I would provide for the client's needs
- 60 Not knowing how to research my client
- 61 Not knowing the ins and outs of what I offer
- 62 Not being able to explain why my service was great
- 63 Not knowing who my service is perfect for
- 64 Being shy to use my client testimonials
- 65 Slacking to develop my service
- 66 Believing my service was rubbish if a client didn't book an initial session or second session

## Mistakes with Sales

Sales is the process of helping a potential client to engage with your service, decide if your service is suitable for them and helping them pay for it. A clear sales plan allows clients to do business with you.

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- 67 Not asking clients how they discovered me and my service
  - 68 Not telling people what to expect from a sales call
  - 69 Not telling people the sales call is to help them be informed
  - 70 Not telling people the sales call is to help them to make a decision
  - 71 Not asking people what they were looking for
  - 72 Not asking people what they would like to expect
  - 73 Not researching what sales is
  - 74 Assuming I knew what sales is
  - 75 Not experimenting with sales
  - 76 Not knowing what to talk during a sales call
  - 77 Not limiting the length of a sales call
  - 78 Allowing a client to tell me their life story in a sales call (not joking)
  - 79 Accidentally inferring a client is better with another service
  - 80 Accidentally inferring a client is better with another service provider
  - 81 Not asking if they wanted to do business together
  - 82 Ending the call unsure of the way forwards with the client
  - 83 Not being patience if a client was unsure about my service
  - 84 Slacking to develop my sales system
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# Mistakes with Marketing

Similar to sales as it helps clients decide if your service is right for them and to do business with you, marketing allows your clients to know what your service is about, who you are and how you can support them.

- 85 Not researching what marketing is
  - 86 Assuming I knew what marketing is
  - 87 Not experimenting with marketing
  - 88 Not having an email campaign
  - 89 Not having a way to keep in touch with potential clients
  - 90 Not knowing how to “use” social media
  - 91 Assuming I knew what social media is
  - 92 Not knowing what to talk about
  - 93 Not knowing how to talk about my skills
  - 94 Not confidently talking about my skills
  - 95 Not knowing how to talk about myself
  - 96 Not confidently talking about myself
  - 97 Not taking opportunities to talk about my service to those who care
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- 98 Not communicating my service in different formats
- 99 Slacking to develop my marketing system
- 100 Believing I had to talk about myself in order to talk about my business

## Mistakes with Finances

Business is about money. It's a non-negotiable. Finances is a whole involves charging a fee, making sure clients pay, making sure there's enough money to pay for expenses and for profit! Business owners must get comfortable with money, earning and spending it.

- 100 Feeling like money is "bad"
  - 101 Feeling embarrassed about having my hourly fee on display
  - 102 Feeling I shouldn't charge others for helping them
  - 103 Feeling I shouldn't earn 'a lot' of money
  - 104 Feeling I shouldn't raise fees
  - 105 Feeling I should give discounts to those who ask
  - 106 Feeling I should work for free if I'm still learning
  - 107 Undercharging for services
  - 108 Being timid to chase-up payments
  - 109 Not having a cancellation fee in place
  - 110 Not prioritising profit
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- 111 Prioritising re-investment over profit
- 112 Not knowing how to budget for my business
- 113 Not keeping receipts handy for the tax man
- 114 Not having a long term financial goal
- 115 Not having a short term financial goal
- 116 Not having a long term financial plan and strategy
- 117 Not having a short term financial plan and strategy
- 118 Getting lazy to check that clients were paying

## Mistakes with My Self-Belief (or lack of)

Being a business owner, you are at the heart of your business. Without you (and your team) there is no business! Fundamental to your operation, you must keep yourself well looked after emotionally and psychically.

- 119 Not understanding the value of my time
  - 120 Not understanding the value of my energy
  - 121 Not getting properly dressed up and looking good so I felt the part
  - 122 Not getting properly dressed up and looking good for clients
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- 123 Not believing that I could actually help others
- 124 Not believing that I could help others in a unique way
- 125 Not believing that others would want me specifically to help them
- 126 Not asking for support when I needed advice
- 127 Not wanting to film myself or
- 128 Not wanting to take photos of myself
- 129 Over editing videos and photos of myself
- 130 Worrying I might fail so delaying starting
- 131 Believing I needed all qualifications available
- 132 Worrying that others would judge me and my business
- 133 Getting overconfident with myself

*Mistakes are meant to be made.*

*Be proud of how you've learnt!*

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# Provide Society

Improving your business is a big task that always needs to be done! It can be daunting, especially when working alone.

I provide business training courses and implementation coaching for you to flourish in your own, unique and exciting business. I will teach and guide you through the steps required to create a plan and procedures for your business.

Be in touch so you can break the cycle of confusion and frustration, and start being a confident, happy, respected and rewarded in business. I'm here to hear your unique expectations and requirements, and help you join a course and immediately implement your learning.



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All the best,  
Vily

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