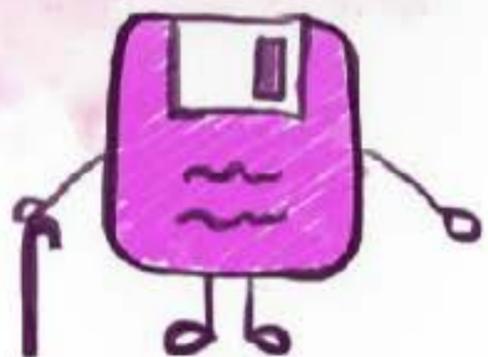


Embody Your Sexy Geek
Quick techie tips to let
your sexy geek shine



The Power of No

Why you must set clear boundaries in
your entrepreneurial wonderland



By Katie Geddes

The Power of No

Do you feel you have good boundaries in your life? In different areas? Some of the areas that come to mind are with your closest relationships, both romantic and friendships, with your family, parents and children, with your clients and work structure; with how you schedule and structure your commitments and especially your commitments to yourself. This is especially challenging if you're an entrepreneur because lines can blur (fine as long as you make conscious choices).

It can be a challenging juggling act to feel you're paying proper attention to the competing demands of your entrepreneurial life. No matter how good your intentions, sometimes balls get dropped. Here are thoughts to help you juggle with more dexterity and grace, to claim your worth and to let things flow with room to breathe so that life and business feel magical. *Note: techie tool tips at the end.*

The Air Mask Metaphor

Have you heard the air mask metaphor? The one that says, if an airplane is in an emergency state, you MUST put on your own air mask before you try to help others. This is a factual principle. You literally cannot help someone else if you can't breathe.

Are You Breathing?

So are you breathing? Are you taking in nice, big, clean, easy, free breaths of luxurious air in between the parts of your business and life? Maybe you're breathing nicely in some areas of your life but not so much in others. I invite you to think about the areas that could use more free, open, unobstructed air and suggest you consider how this will help you more than rushing and jamming things in without putting on your own air mask first.

How This Fits with Entrepreneurship

As an entrepreneur, you make choices and set up guidelines frequently. You have a way of structuring your work, your calendar, your offerings. We all want to serve people well and be richly rewarded. Many of us struggle with creating the right balance — of putting in good effort, being paid well so we can live with ease and flow, pay our bills, take a much-deserved vacation and continue to contribute new ideas and growth. So what's the magic formula for pulling the pieces together without overweighting any?

The Power of No



Possibly the biggest foundational key to structuring your work and life boundaries lies in your ability and learning to say NO. Saying yes to the right things is important too. But it turns out that you can't get to those right things if you don't say no to the wrong things. Knock this into your, "I wanna help everyone but am ending up not doing so" head.

An analogy. If you want to meet the man or woman of your dreams and you keep coming up empty, you gotta start saying "no" to the "wrong" matches to let in the right alignment. Same holds true in business.

You gotta say "thank you but no" to the wrong business matches to say yes and let in the ones that will be easy, flowing, take you fascinating, rewarding places and allow you to use your best gifts.

Wrong project / client matches include:

Budgets that don't fit

Timelines that aren't realistic

Hyper impatient people with interesting projects

People who want lots of "extras" at no charge

Whatever you know won't jibe well with your approach

You can like someone plenty and not make a good working match.

What Doesn't Work

Sometimes it's easier to see and say what does **NOT** work than what does. And by doing that, you come to see what's needed. I believe that applies to this important topic.

Here's what doesn't work when it comes to clients.

One of the things that will backfire is what you may have fooled yourself into thinking is "over-delivering." When over-delivering is you giving away lots of your valuable time and services for free, you're not helping your clients or yourself. You're under-valuing both of you. There's a reason we have this money system. Money represents value.

*Absolutely there's a place for "free"
but it's not all over the place.*

Constantly saying yes and giving your goods away (not planned freebies, which are part of a smart and helpful strategy) without adding up what the costs will be for your time, your life and your other clients is not serving anyone and can seriously degrade your client relationships and threaten your business' long-term survival.

The Price of Undervaluing Your Contributions

What tends to happen when you give and give without setting proper boundaries for charging or time needed to

clients is that they don't even remember what you've given them because they're not properly valuing what you've provided. **They may truly not realize that these things took you a lot of time and effort if you didn't point it out.**

When is "Being Helpful" Actually Not Helping Anyone

The right clients want you to charge them for your valuable goods. They don't want to "steal" from you. It's like a parent giving a kid non-stop ice cream; the kids will like it for a moment but quickly get a stomach ache. Children and clients want structure and discipline and respect you when you provide it.

Valuing Your Own Worth So Others Can Too

Entrepreneurship brings up all your "stuff," like close relationships. This is because as entrepreneurs, you put your heart and soul into your business and create real relationships with clients based on your unique essence. There's emotional risk in these waters. And if you don't value yourself, the people receiving your value won't either, just as in romance.

Get Your Ego Out Of It

Generosity disguised as undercharging or giving away your time regularly is not ultimately about you trying to be helpful. It's about you wanting to be loved and appreciated so intensely that you'll do almost anything to get it. Because

if you charge a decent amount and someone turns you down, you may feel rejected.

The Right Rejections

Be willing to accept those right rejections and accept them with an open heart, so that the right people who can't wait to connect with you will come in. They are there, waiting for you to clear the space for them. But if you fill your life up with giving your goods away, you're keeping out the right options. This takes a little faith, like most important things in life. Consider yourself sent some here and now.

Here's the Good News

The good news is that this sometimes difficult journey is going to make you an amazing human being, happy and successful. The courage of standing up for your worth — fake it till you make it, baby — will lead to you wholeheartedly believing in your real worth and others will follow suit.

So that's some payoff, right? That's why it's worth it. And you're worth it.

The Techie Touch

Here are a few techie tools to help you implement your boundaries.

- 1 Use Scheduling Software**
Simple scheduling software helps you and your clients respect your time. It's a beautiful tool. I use [Timetrade](#). I also hear good things about [Satori](#) and [Acuity](#).

2 Use Project Management Software or Structure Your Own Setup as Long as You Create and Follow a Map

Set up clear project structures and communicate them clearly to help clients respect your boundaries too. The ones I like the most are [Trello](#) and [Basecamp](#). I also love [Excel](#).

3 Be Aware of and Charge for Add-Ons

Be conscious what you choose to charge for and back up your clarity. Many people sing the praises of [Freshbooks](#) to manage project billing and not let add-ons slip through the cracks. I love tried and true, powerful [Excel spreadsheets](#) and couldn't work without them.

What About You?

Have you struggled with boundaries with clients? Have you created a structure and learned to say no so you can say yes when it's right? Share your experiences for the inspiration of all of us. Declare your worth. Write me at: sexygeek@embodyart.org



Katie Geddes can be found geeking it up at Embodyart.org, where she'll show you how to profit from your passion. Katie designs thriving businesses for spiritual entrepreneurs. E-mail Katie at sexygeek@embodyart.org to say hi, ask a question, sing a song or apply for a FREE discovery session that's worth a friggin' fortune.

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