



March 9, 2021

I'm sharing this list of "10 Lessons I've learned as an entrepreneur" as we approach the 10 year anniversary of when I started Pacific Capital (on 11/11/11):

1. Not everyone will believe in your big ideas. That's ok.
2. Put client experience as your top priority. Loyalty and client retention depend on it.
3. Your people are your greatest asset. Be picky on whom you hire.
4. Don't over analyze and wait til you know everything. You'll miss opportunities.
5. Be a learn-it-all, not a know-it-all.
6. Know you're own strengths and weaknesses, and hire people who's strengths are your weaknesses.
7. Accept failure and rejection as part of the journey. It's not supposed to be easy.
8. Keep creating and improving. Being more nimble and quicker than the big institutions is your advantage.
9. Be generous and give back. To your team, your clients, your community.
10. Don't forget to have fun. Life isn't all about business.

Happy Tuesday - make it a great week!

If you're looking to get more out of your financial life, click the blue button below to schedule a call with [our team](#).

P.S. If you enjoy podcasts, [here is a link](#) to 31+ podcast interviews I've done recently. I suggest you listen on 1.25x or 1.5x speed.

P.P.S. My book "[Stress Free Money](#)" got named by Forbes (business, finance, goals category) as #14 for "[Top 21 Books to Read in 2021](#)."

Sincerely,


WEALTH ADVISOR FOR ENTREPRENEURS

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