



Things Got A Little Crazy Lets Figure It Out

Matt Henderson ([00:00](#)):

Hey, everyone. Welcome to the Business Mind podcast. This is Matt. Today, we're going to talk about what you do during these strange times.

All right, welcome back everybody. So I'm headed into the shop today and it is Saturday the 21st. I believe it is. So for anyone who knows anything right now, it is a very strange time for everyone. And I fully understand where everyone is and how everybody's feeling and the 12 I wanted to pop on and do a quick podcast on my way in because things have gotten really uncomfortable for all of us. And just wanted to leave a message of reassurance for everyone because these times are so uncertain for everybody. We all feel that sense inside of us where you're uncertain, you're not sure what tomorrow's going to bring or what the next week will bring, let alone the next month. And I understand that and I want to give everybody some reassurance and to just talk to you about what you can do during this time.

Right now I'll tell you about myself. I mean, currently one of my businesses is still open and operating and shipping and everything's great. My digital marketing company actually is still in full swing. Unfortunately, a lot of clients of mine, they're not working right now. So everyone's getting a little tighter with money and that's to be expected. So as far as I was concerned, I thought, all right, I have a few sites I'm building right now and I need to complete them and get them as robust and to a next level for all of my clients. Because when we come back from this weird time, when we come back from this awkward state where nobody is buying and people can't go to gyms and you can't really do anything right now, when we get back from this, everyone is going to need money. Everyone. Websites are going to be even more important than ever before. Digital marketing will be even more important than it was before. A lot of businesses are going to struggle through this. So if you're one of them, I understand you and I'm here with you.

But listen, this isn't the time to back off of everything and say, "Well, I'm just going to throw my hands up and I'm going to see what happens at the end of this." No, no, no. The people, let me backup. If you take this time and you see it as an opportunity to expand your business, your knowledge base, what you can do for people, you can wind up growing yourself into a leader. You can become the category king for whatever it is that you do. And that's what I'm urging everyone to do right now is not back off, double down, double down. Now I'm not saying go out and spend twice as much money on Google ads or something or spend some more money on Facebook ads. No, no, no, no. Not at all. Because I'm thinking that's not going to help you. But what I am saying is focus on your business. Focus on how you can row your business in a downtime.

So like I was saying for my clients right now, I'm telling them that your website is truly going to be your only salesman out there right now. So if you have a website or a funnel, they're your only sales people that are going to be out there to the world. And now when everyone's online, I mean we thought people were online before. Now, people are online in droves. I mean, it's unbelievable. My internet is going wild at home and at work because it's so overwhelmed with people on it. It's shocking to me. But this is your time. How are you going to get yourself in front of everyone, better than you can through a website or a funnel right now?

So double down on your business. Turn your business into something bigger. Focus on redoing that website right now while you have some time. Focus on writing out new content for your site, your funnel, your anything, just focus on it. Maybe this is that time where you say, "All right, well, listen, Matt, I'm already out of work. I don't have my own business yet. And I'm at home trying to figure out what to do." Well, this is that time. You learn something new. This is the moment you take that home course, that online course that you've been waiting to learn about whatever it is, digital photography. It doesn't matter what it is. Take your courses. Learn about yourself. Learn about what you really want to do. Double down on yourself. Really invest in yourself and what is going to grow you and your home and your life past where we're at today.

I know it's hard. It's hard. I mean, hey, my wife is at home. Her business is not open right now and not functioning. She deals with the public and they closed it because it's just not safe. It's not safe. People aren't being courteous and using their good sense and saying, "Oh, you know what? I don't feel like I'm not going out." No, people are saying, "Ah, I'm home, I'm bored. I'm going to go out shopping." That's not right. It's not right. So, she's at home. And I gave her this exact same advice. Listen, this is the time to double down, expand who you are. Become a bigger person. Become a smarter person. The most knowledgeable person. Become an expert. That's what I see this time for her. Become an expert in your field. Become the expert in the field you want to be in now. I mean, that's even more important.

Maybe after all of this, you don't have to go back and do that same desk job that you've been hating for all of these years. You don't have to go back into that same office and do what you had to do for the past, God knows how many years. You can come out of this on top. You can come out of this with new knowledge, new information, a better lifestyle, a better way to make a living. Maybe you never have to go back into an office again, location independent. It's my goal in life. I want to be location independent. And this is the kind of thing that gives people that time to figure that out.

Now, for me, I'm in my shop and we're actually pushing to do 3D printing of MES for people right now. Not for money for free, just to give back and see if we can help people. And that may turn us into essential personnel, which actually would keep us working all the time and busy all day. But if we don't get that and we can't go in and if we're not considered essential personnel, then unfortunately I'm going to be at my house and I'm going to be doing exactly what I'm preaching. I am going to come out of this as a smarter, bigger business, bigger business person. I'm going to have accomplished a lot because I already have a backlog of things I'm trying to learn and become very proficient at and I just don't have the time to do it. So take advantage of this time.

I know right now it seems scary. It seems scary. And I'm not going to sit here and tell you, don't worry about it. It's all going to be good. I don't know. It's uncertain to me too. But what I am going to say is I wouldn't cause myself stress to the point of not doing things because you're fearful. And really push forward at home by yourself on your own time and learn and become the person that you want to be,

become the business you want to be and use this time wisely. All right, everyone. So I'm Matt from the Business Mind podcast. I hope everyone stays safe. And you do everything that you can do, help your neighbors. Become that person that you should be or that you want to be. If you have elderly neighbors around you, please give them a phone call to help them out.

A lot of people are scared. They can't go out. They can't get food and they're going to need some help from all of us. So reach out where you can. If I can help anybody out, please don't hesitate to contact me. Matt@nestadigital.com. If you want to hear a podcast about anything, I will be releasing podcasts as often as possible if I am at home. And if you want to hear about anything, let me know. But if you do need help, please reach out. Okay, everyone, stay safe and I will talk to you soon.