



Are You an Early Adopter?

Hi, I'm Sharon Jurd and welcome to my Biz Blitz video. Today, I want to ask you a question, "Are you an early adopter?" What I mean by this is, when something new comes out, are you first out of the gate? Are you the one to take it on, implement it into your business, get started with it, try it out, test it, measure it – are you that early adopter?

Most of us will go, "No, not really." We wait to see what happens. "It's all too hard, I haven't got time, I'm doing so many things, I'm not sure it will help me in my business." We go from one end of the spectrum to the other.

I'm talking about people who look at the 'shiny objects.' I want you to stay away from shiny objects – you need to be adopting, particularly new technology, fairly quickly. But you need to do it in a strategic manner because we're not 'shiny object' people where we just flutter around and take it on for 5 minutes and go, "That didn't work," and don't really implement it. So firstly, **stay away from 'shiny objects.'**

Secondly, I want you to **set a plan**. This is new in technology – it might be in social media, some platforms have now introduced video onto their platforms; that's been quite new in recent weeks and months. You might say, "I want to implement this in my business and what is the plan around doing that? How often am I going to do the video on that platform? That social media platform? What am I going to talk about? What are the subjects? Who's going to do it? Who's going to do the videos? Is it me or someone else on my team? Is it going to be daily, weekly, monthly?" You need to strategise that.

The other thing you need to work out in your plan is what stays and what goes, because if you're limited with time and you go, "This is the amount of time I spend in this area, am I going to add that and add more time or am I going to take something out that's no longer useful for me and my business." You've got to go, "Here are the four, five, ten things that I'm doing in this area and I'm going to make sure that I do them all very well."

The next thing you need to do is **take action**. What do you need to do to implement this? For instance, if you want to become a speaker, then what do



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you need to do to become a speaker and share your passions, share your knowledge, share your story? It might be that you need to go and find someone that's already doing that and find a coach or a mentor to transition you from working in a business to now becoming an educator, speaker, mentor, or coach for others.

That's why I'm **putting on my event here on the Gold Coast in February on the 2nd, 3rd, and 4th** because I'm sharing my knowledge on how people can transition out of business and **become a speaker themselves**. These people who are coming, who are already booked in, I've got a number of people booked in already. We've got a few places left and all the information will be here around this video, and in my social media platforms, but these people have made a plan and said, "Yes, I need some help." They're taking action, they're booked in, and they're coming along to my event. I know that at the end of that event, they will have all the knowledge, all of the strategies they need to go and make that transition.

What is it in your business that you need to adopt to take it to the next level in 2018, and say, "This is my plan, this is my action, and this is what I'm going to do about it." And if you follow those few simple steps, you will make a dramatic change in your business; absolutely massive change because you have adopted it, you've planned it well, and there's been some consistency about what you're doing.

I hope this video has helped you today; if you'd like to come along to my event, as I said it's on **February 2nd, 3rd, and 4th here on the Gold Coast**. I'm sharing my knowledge with you about **speaking from the stage** – whether it be a workshop, one on one, small group, large group – I'll be sharing my knowledge with you to allow you to become a great speaker, earn great income, and be able to change an enormous amount of people's lives. If you're interested in doing that in your life and in your business, please join me and I will see you here on the Gold Coast in February. I'm Sharon Jurd, thanks for listening to my video today. If you think this video would be of value to your friends, family, or colleagues, please share



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my video as I would love to help as many people as I can, and I'd love your help to do that. Thank you again, I'm Sharon Jurd.