



## What to Say “No” to in order to Grow Your Business

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Episode 578

Lori firmly believes that when it comes to working with luxury clients, “The Answer is Yes.” But she had to learn a lot of “No’s” in order to get there. Here are her tips for what NOT to do if you want to scale your business and ultimately attract luxury clients.

### 1. No Fear

You can’t grow your business if you’re living in fear. You just have to move forward and stay hungry. Fear will hold you back and keep you from tackling new projects and learning new things. Stay focused on what you want and don’t let fear stop you.

### 2. No Rules

When you start working with luxury clients, you’re going to hear some insane requests. But you have to be prepared to open your mind and accept those requests (within reason). You can’t stick to a list of rules you set in your mind. Let your clients push you into a new comfort zone.

### 3. No Turning Down Projects

I said yes to everything when I started out. Everything. Even if I wasn’t excited about it. Even if it felt like it was “beneath me.” From every project, I learned something and grew as a designer, as a business owner, and as a person. Taking on anything I could get my hands on when I first started led me on a path to where I now choose exactly what I want to do.

### 4. No Unreal Expectations

With luxury clients, they are going to expect the world. You have to manage their expectations upfront. Yes, provide them with anything you can. Yes, meet and



exceed their expectations. But be upfront with them that sometimes things don't work out. Sometimes ideas are unrealistic. Sometimes you run into problems. As long as you are upfront about expectations, and you address problems head-on and offer solutions when they do arise then you will avoid a lot of headache.

#### 5. No (Repeated) Mistakes

My philosophy is to try everything and learn from everything. A mistake is only a mistake if you make it TWICE, otherwise it's just an experience. Don't get down on yourself if you do end up in a bad situation. Just make sure you don't make the same mistake again.

#### 6. No Accepting Abuse

As much as I believe in rising to expectations and giving luxury clients everything they need, there can be a fine line between that and not standing up for yourself. Sometimes you have to stand strong and demand respect. And never, ever accept abuse. If your gut tells you it's wrong, it probably is.

Follow those tips and follow your gut. Stay hungry, stay moving, and keep on the path to your goals.