



The Framework for Taking a Calculated Risk to Level Up Your Business

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Traci Connell understands what it's like to have a scarcity mindset around money. But it wasn't until she broke through that mindset that she found success in her business, taking smart, calculated risks to grow. Now, she's sharing her framework for what she learned and how you can take calculated risks that pay off in your business.

R: Reframe Mistakes as Learning Opportunities

When we get hung up on our mistakes, we get stuck. But if we take those mistakes and use them as learning opportunities, we can continue our momentum and growth through anything.

I: Invest in Yourself and Your Business

Growth doesn't happen without investment. Don't be afraid to spend money on business coaches, high-level mentorships, professional organizations—whatever it takes to put you in the room with people you can learn from.

S: Set Yourself Apart

It isn't always easy to understand your superpower or secret sauce. But it's vital to spend time tuning into this. Setting yourself apart allows you to become specialized, to be *the* expert, and to raise your design fees to what you're worth.

K: Know Your Numbers

The three components of successful calculated risks are having the time, having the money, and having the people or team you need to carry it out. And you can't do any of that without knowing your numbers. Understanding your numbers and your money guides every major decision in your business.