

SEAN BROOK'S

LOWCOUNTRY LOWDOWN

Community | Life | Real Estate

Guilty As Charged

BY SEAN BROOKS

I have a serious confession to make.



As difficult as it is to admit this, I feel that I owe it to you to be 100% transparent and honest.

It pains me to admit this to you, but I wanted you to hear it from me first before you heard it from anyone else, or before you begin to speculate even further...

I've been found guilty.

Not by a court of law however, but by myself.

As an entrepreneur, you have to be the judge, the jury, and the

executioner of your business, and everything you do.

I've found myself guilty of failing you, and failing myself.

Let's turn the clock back four months and let me explain.

It was the beginning of May and everything was going great.

I was in the launch phase of my magazine that had been in the works for 6 months prior, I was building my new brand, new website, new Facebook page, teasing out a new book, as well as working on the usual content pieces like my Weekly Insights

email and Lowcountry Lowdown Newsletters like the one you are reading now, as well as working with clients of course.

And then something happened to derail all the momentum I had built up for several months on all the projects I mentioned above (and then some)...

The busy season of the summertime real estate market here along the Grand Strand hit me abruptly over the side of the head like a ton of bricks that I was totally unprepared for.

It was literally like I just woke up one day and was so "busy" working with buyers and sellers that I had to put everything else on the "back burner".

Hence why you may not have

heard from me the last few months until now...

And while this is a good problem to have, I feel like I have let you down.

The Short Game vs. The Long Game

Unlike most real estate agents who are only concerned about prospecting and begging for their next deal (The Short Game), I've always prided myself on focusing instead, on you. Building relationships with my incredible community of friends turned clients and clients turned friends (The Long Game), to create a sustainable and respectable business.

But because I failed to have the proper systems in place to balance working "in" the business vs. working "on" the business, I've neglected the very thing I value most. My communication with you.

Author of *"The E-Myth"* and renown small business consultant Michael Gerber talks about the very challenge business owners have between the 3 main roles they must play in their business:

The Technician, The Manager, & The Entrepreneur

Defining the business is the entrepreneurial work, doing the actual hands on work is the technician's role, and the managerial role is to bridge the gap between the two.

As Gerber says it, "for many small business owners, the technician in them usually dominates, to the detriment of the overall business."

So as I got busier doing the hands on work with so many clients at once, I failed to bridge this gap, and found myself stuck solely as The Technician.

But if there's one thing I've learned about failure, and probably the most important and profound lessons I've learned in my 8 years in business for myself, comes from one of my favorite

books and an all time classic by Napoleon Hill, *"Think and Grow Rich."*

That lesson?

Failure isn't failure unless you quit. Instead, it's just temporary defeat.

And if you know anything about me or my story, then you know that quitting just isn't in my DNA.

So now that I've owned up to my "Temporary Defeat" and taken full responsibility, it's time to forge ahead and learn from the past, so next time I can be more prepared and better than ever.

Failing is the greatest teacher. I'm grateful for it. Without it, I wouldn't be who I am or where I am today.

And I'm thankful to know so many amazing people like you have stood by me through it all over the years.

Thank you for your on going support, and I look forward to what the future has in store.