



TEL EPISODE #040:

***How To Get Unstuck* with Barry Moltz**

Show Notes: <http://www.theelpodcast.com/tel-040-get-unstuck-barry-moltz/>

Welcome to The Entrepreneurs Library, the only book-centric podcast that reviews all the top-selling business books and shares author's perspective, firsthand. This is your resource to finding the next great book that will enable you to grow personally and professionally. Welcome your host, Wade Danielson.

WADE: Thank you for joining us on the EL. Today we have Barry J. Moltz; author of *How To Get Unstuck*. Welcome Barry and thank you for joining us on the entrepreneur's library.

BARRY: Hi, how are you doing?

WADE: Great, very good. Will you take a moment to introduce yourself and tell us just a little bit about you personally?

BARRY: Sure, my name is Barry Moltz, I work with small businesses to get them unstuck. I've had three businesses for the last 20 years; the first business went out of business, the second business I was kicked out by my two partners a couple of weeks before my first son was born. The third business I was lucky enough to sell it in July of 1999, paid back the bank the \$1.3 million I owed them and my wife Sarah tells me I've got her back just the publishing time.

WADE: Oh wow! That shows that you have got huge credibility with what we're going to talk about today, so thank you for sharing that. And now let's jump right into your book *How To Get Unstuck* which was made available for purchase on March 17, 2014, and Barry we're going to move fairly quickly but we're really going to go through some of the questions; the top questions that our listeners last reader want to get answered, and let's start off with the first one which is what was the inspiration behind writing *How To Get Unstuck*?

BARRY: I think there are a lot of books out there that focus on one specific area where they help start entrepreneurs get their company off the ground. I think

what happens is a lot of people start a business and after two or three years the business really Wade isn't where they thought it would be, I mean they're making just enough money to stay in business, they may be making almost as much as when they're working for somebody else but the business isn't quite where they thought it should be when they started two or three or five years ago, and typically that's because they are stuck in usually one of five areas.

Now what I do is I identify really the top 25 things that are going through their minds, where they are stuck and really how to get them unstuck, what actions they need to let go and move forward.

WADE: Ok very good, and what would you say makes your book different from others regarding the same topic?

BARRY: Well it's very much of here's the problem here's the answer, here's the symptoms here's the answer. So it's very much a direct type of thing; not a lot of fancy models, not a lot of philosophies, hey does this sound familiar to you, if it does here's what you do with it, if it doesn't move on to the next situation.

WADE: Now with that being said Barry how would you chose for the reader to engage with your book? Is this a start from the beginning and work your way through or is this something they can use as a resource and kind of jump in jump out?

BARRY: Yes, a resource, what you're supposed to do is look at the table of contents, it has 25 situations, 25 questions, 25 statements, if that fits for you go and find the answer, if not move on to the next one.

WADE: Ok very good. So Barry we're on to my favorite part of the entire interview and that's where I'm going to hand over the mic and really allow you just to- obviously you've worked hard on this book, on your creation or what we call your baby. So really take us through from beginning to end, give the reader an excellent idea of what your book is all about.



BARRY: It revolves around six major areas where people usually get stuck. The first one is sales and marketing. The second is management leadership. The third one is money. The fourth one is productivity.

The fifth one is social media and the sixth is customer service. Now typically people are stuck really more in one area than another. Or they need to get unstuck in one area first before they get unstuck any of the other ones. And places where they're typically stuck are for example they treat their business like it's a job, they are so desperate to earn money to support their family or pay for their employee's that they say yes to anything customers want, and as a result their business just drips along, and the solution here really is that you have got to really decide what business your company really is in, try to stick to that niche. Think about the pain that you solve for customers and then go solve that pain, don't get too diffused, don't get too all over the place. The second area where a lot of people get stuck is if they think that their latest windfall really lasts forever.

A lot of people think well I was successful over here I guess I think I have the Midas touch, and once financial success come they think they have this magic formula and they being to surround themselves with yes people because their ego gets in the way and the solution here Wade is you've got to make sure that you hire people that are complementary to you with an E that are willing to collaborate with you and always not tell you exactly what you think.

The third area where people get stuck really is this idea that they let today's emergencies dictate their plan. They start their day by checking Facebook and LinkedIn and Twitter and email and their daily plan about what they want to do it falls apart 15 minutes after they arrive the office. In fact they are addicted to multitasking and constantly let other people interrupt their day and in fact they're addicted in a sense to interruptions. And the way to solve this one is before you end work the day before think about two things that you want to get done the next day so that day will be productive not just busy. And when you get in the office do those two things first, now these two things should take no more than an hour but you know that if you accomplish those two things it really is going to be a productive day.

Another area where people get stuck is that they never ever take a vacation from work. They have this fear of falling behind in the way technology pushes us, and it invades every part of our life and they measure their success by I am busy so I must be productive. We know that people burn out and you've got to take time during your day or at least your week to be able to recharge and leave technology behind. So there should be either times in your day or places in your day where you don't let technology or your business enter.

Another area where people get stuck is that they think that being successful in business is all about taking dangerous risks instead of calculated actions. They look at Facebook and Google and Whatsapp and they think wow these people took incredible risks and what they end up doing is they end up wasting resources by jumping in without first testing the waters. And these makes them feel great, it satisfies their ego but it really doesn't help their business. The key here is to take patient interim steps; take an action, evaluate the results, if you fail learn what you can then let go and move on to give yourself another change of success.

Another area where people get stuck is that their customers can't find. They're marketing in places and customers can't find them when they're ready to buy because we have to understand that we actually can't sell anything to anybody, we've got to be there when people are ready to buy. Their business never gets into what I call the proverbial maybe pile. Typically consumers, need to be customers are considering three sources of vendors to satisfy what they need, if never become one of those three you have no chance of being able to be chosen for that piece of work. So you have to figure out where are customers shopping, where they're looking for what they are buying.

Another area which I think all the time people get stuck is they hate sales, they let their fear of rejection stop them from selling, they're afraid of the word no, so what happens is they take a lot of maybes and what I have found is that what we have to understand is that they don't want to sales so they hire inexperienced people to do the sales, and what you need to know is that people only buy when they're in pain and they have money to solve the pain, people no longer what to be sold, they want to be educated, and this where a good content marketing

strategy where constantly staying in touch with customers over a long period of time really works out.

Probably the last area that I really want to focus in on and again there are 25 areas in the book is that they get stuck in what I call the double helix trap. They only do marketing when they have no revenue but as soon as that marketing pays off they and they have revenue they get busy doing the work and they stop marketing, and they don't do marketing again until they have no revenue and so this keeps their business flat, and this is a place where small business owners don't have a systematic marketing plan and it goes back to staying in touch with customers over a long period of time keeping the content marketing strategy. So Wade there are 25 different areas where people get stuck and those are just a few I wanted to name.

WADE: No that's perfect. Like you just talked about there's a ton of great content and context in your book and those 25 different areas and that's what might make this next question fairly difficult, and that's if the reader could only take away one concept or principle or action item out of your entire book what would you personally want that to be?

BARRY: I think what I personally want that to be is the most important part; the most difficult part to change is the letting go of what you're currently doing today and trying something new. And you need to focus on just one change at a time, that's why I don't suggest in the book- there are 25 different things to do, pick one thing, try to adjust that change and then move on. If want to try 5 different things at one time Wade nothing ever happens. Focus on one change; see if you can effectuate that change and then move on to the next one.

WADE: Barry do you have a favorite quote from your book? And that can be one that you personally love that you wrote in there or one that maybe resonates with your audience, maybe one that you find throwing around on twitter or something like that?

BARRY: One of the things that I really like is that I really believe that we confuse this idea as I said before being busy with being productive, I think people in their

professional lives are busy but they're not productive and unfortunately people feel comfortable being busy and they're satisfied being busy and they don't push themselves to being productive. I think you have to ask yourself everyday was I just busy this day or was I really productive, was I really getting done what I wanted to get done. And I think if we just focus on productivity, things that really make a difference in our business we'd have a lot more time to do what we wanted to get done.

WADE: So Barry I think that your book can really create some paradigm shifts for different individuals. And the last question I have for you is what is a book that you've read, no matter how recent or what it's actually on whether it's business or entrepreneurship, what's a book that you've read that created a huge paradigm shift for you and have a huge impact on your life?

BARRY: Oh it's a good question Wade because I graduated from college, I went to business school, the only thing I ever wanted to be was the president of a large corporation, in this case IBM. And then I read a book by a gentleman name Paul Hawken which is called *Growing a Business*, and he started AirOne, and in this book he talks about the culture you need for a successful small business and I said to myself that I want that, I want to be a part of that and soon after reading this book I left IBM to start my own business. So it had a tremendous impact on me.

WADE: Oh wow! Thank you for sharing that. Barry before we depart can you recommend the best way for our listeners get more information on you and your new book, *How To Get Unstuck*?

BARRY: Sure, you can go to www.Barrymoltz.com/unstuck or of course you can find me on Amazon or Barnes and Noble.

WADE: Perfect, Barry thank you so much for coming on and sharing like we were saying your baby with us.

BARRY: Thanks so much Wade.



WADE: Thanks again for listening in today. If you'd like to get your hands on *How To Get Unstuck* or any of the resources mentioned by Barry just look at the show notes at the elpodcast.com...and if there is a book that you'd love to hear reviewed by the author please visit us iTunes and leave us a review with that book title.

Looking for your next book idea? Head over to TheELPodcast.com, where Wade shares his amazing resource, "The Top 10 Business Books Recommended by Over 500 Entrepreneurs," with you for free. That's TheELPodcast.com. Till the next time, keep it on the EL.

LINKS AND RESOURCES MENTIONED IN THIS EPISODE:

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