Patty Dominguez Customer Story - YouTube

<https://www.youtube.com/watch?v=Oc2aNNEHK8s>

Transcript:

[Music] it was a a beautiful transition that I wasn't even really fully aware of and it really came down to having somebody point it out to me to say listen you worked in Fortune 50 with different launches and product launches and big Brands and all of the exposure that you had why not bring that into what you're doing now and it wasn't until I was on an assignment I was doing consulting I looked at all these conversations and people were talking about positioning it was around the positioning of a cookie

and then I'm like oh my gosh all these people on this call for positioning of a cookie and we're not doing that for ourselves a solar preneur so I'm like that's going to be my Niche that's going to be where I really plant my flag on the importance of positioning to help my clients to set themselves apart to focus on differentiation [Music] it wasn't until I was in this whole informational program where I was uh exposed to this whole concept of really honoring your values and how what we do

and the way we operate is all in alignment with the values of of what we believe I recognize that my highest value is freedom of course I'm not going to be a good fit for corporate you know what I mean and it was just so interesting I'm like H that's why I'm so passionate about entrepreneurship I'm so passionate about working with the clients that I want to work with because I want to show them the way like you can have that freedom to hang out with your kid or go to that right soccer game if

you want because you're going to fit it in wherever you can and not really subject yourself to I I have to ask for time off like I just I always have trouble with that and so many other things and so yeah it wasn't until I had that coaching experience that really shaped so much of how I operate now right just because you're consciously competent at something doesn't mean you should be doing it and it's really taking you out of your zone of Genius my zone of Genius is not bookkeeping so my very first hire was

actually looking for someone who can help me with my bookkeeping that was my very first hire it was like probably the smartest thing I've ever done because then it's like now that that now that I have somebody helping me with this I can focus just talking to a friend of mine about that and I'm like cuz she's like oh who do you use for bookkeeping I said I I use bunch and I've used them for a long time I kind of stopped and the reason why I stopped is because I had met somebody at a networking event she's

like oh don't you want more of that personalized approach and this and that and so she was just talking about how she can help and anyway long story short it was a disastrous decision that I very much regret and I'm like H what a mistake I made and it's just apples and oranges because with bench that's all you all do and even if somebody let's say is on vacation there's somebody there to back that person up right if I want to click and grab a 15minute phone call with somebody I could just click on

their ply link and that ability is there so I took for granted all of this availability of just like having somebody always there versus going to the on stop shot kind of thing and you're going to one person sorry I'm on vacation I'm like uh what what do I do when I really need some help here came to understand the tremendous amount of value that I overlooked the first time so I went away for about a year and then I came back and I need help I need you to I need you guys to fix all this stuff that she did it was just a really bad

decision and I lost money out of it but rest assured I went back to bench you're like no problem we'll get you back to square one and it just a hard lesson to learn that I wish I hadn't made I mean I definitely um had Concepts around bookkeeping and finance but again it's not something I enjoyed doing so I just love the fact that I knew enough to know what to look for when initially I went to bench and then it's it's evolved uh and I love the fact that I could always ask questions I can I can text

and ask and if there even if there's a question on the p&l or the categorization so it's just really AES awesome to know that you have a resource that you can trust that's going to guide you in the right direction grass is not greener on the other side that's all I have to say just Outsource it it's not your zone of Genius let them do it cut that's their genius [Music] [Music]