

Chapter Six: Preteens

“She’ll be right, mate!”



The youth who has been a big fish in a small pond begins to look around and see that the ocean is much bigger than they ever imagined. Competition for spots on the sports team intensifies and alliances begin to appear. New clothes, haircuts, and hangouts begin to differentiate them from the childish stage which must be left behind.

What is the biggest growing pain you have experienced in business so far? How are you dealing with it?

REMEMBER: Just as it is true with the preteen years, every business will experience growing pains and periods of awkward growth. How you choose to deal with these can make or break your chances at success.

Chapter Six Challenge: Growing With the Pains.



I was frustrated that my Ugg Australia boots were not making the huge splash on Americans in the way that I predicted. Most consumers saw my product as too fragile, or too delicate for everyday use, not truly understanding the durability and versatility of sheepskin.

So that became my next goal. I had to change the lens through which my product was being viewed. One step at a time, I had to adjust my scope and shoot for a smaller audience; a niche audience. So I figured, what better an audience to target than the one I felt a part of – local surfers. After making a few adjustments to my sales approach – namely forgoing selling directly to Nordstrom without a demand, and photographing up and coming surfers wearing my Ugg Australia products – I finally began to see an increase in mainstream appeal a little at a time. Unfortunately my product was still mainly selling during the colder winter season, which meant during the spring and summer, I had to keep myself afloat by picking up summer jobs here and there.

Much like how you're bound to lose many nights of restful sleep and carefree weekends with your mates when bringing a newborn into your life – expect the same level of change to hit you when you begin your preteen years of unsteady and sometimes awkward growth.

Fortunately, in **The Birth of a Brand**, I not only help outline and prepare you for this drastic (and inevitable!) phase of your business, but I also provide esoteric insight into what to expect and how to best adapt to your ever-changing consumer market.

Fear not my friends, this is simply one step along the path to success – and with my book at your side, I am confident we can get through this together.

Your Challenge: Develop a growth mindset to deal with the pains of business.

How do I do this? I want you to look back at your past, where you can recognize a time you 'messed up.' Now I want you to think about your mindset at that time, and be honest about how that may have contributed. It is always important to understand that you have a choice in your mindset, and to believe that your mindset contributes daily to your business. Whether that is in a positive or negative way is completely up to you.

Use the blank page included and brainstorm at least three applicable ways you can focus on maintaining a more positive mindset daily.

**“The mind is
everything.
What you think,
you become.”**

-Buddha