

*PLEASE NOTE: This is a machine transcription. Some punctuation and spelling weirdness are to be expected.*

When I first started my business, I wore all the hats. Every single one of them.

I was the copywriter and the content creator and the website designer and the server troubleshooter and the marketing manager and the video editor and the customer service rep and the bookkeeper and the buyer of the office supplies.

It was a lot, to say the least.

And I would look around at the people I most admired—people like Nicole Dean and Alice Seba and Amy Porterfield—and I would think that the only thing keeping me from being as successful as they were was the size of my team.

I was a team of one. They had support. They didn't have to wear all the hats.

Fast forward 12 years, and I still don't have a big team, but my thinking has changed about it. I no longer believe that being successful means having a team of twenty people.

This is episode 79 of the [Tiny Course Empire Podcast](#), and today I'm going to tell you all about why I don't have a big team here at CindyBidar.com. If you've ever thought, all that's stopping me from success is having enough money to hire a team, then maybe what I'm sharing today will give you a new way of looking at your business.

**EVERYTHING YOU NEED TO START, GROW, AND SCALE YOUR ONLINE BUSINESS**

**50+ COURSES**

**500+ MEMBERS**

**START YOUR \$7 TRIAL**

Hey, it's Cindy, and thank you for spending a few minutes of your day with me today. I appreciate you tuning in.

You'll find the show notes, transcript, and recommended resources at [TinyCourseEmpire.com/79](https://TinyCourseEmpire.com/79).

While you're there, be sure to hit the subscribe button, so you don't miss an episode. They drop right into your podcast app every Thursday morning.

So listen, before I dive into this episode, I want to say that I am not anti-team building. I think having people on your side as you build your business is a good thing. I have a course that teaches you how to find and hire contractors, and I've talked about it on this podcast before, so if hiring contractors or even employees is on your to-do list, then you should absolutely do that. As a former VA, I support that decision when it's the right one for your business and life goals.

But having a big team isn't always the answer, and that's what I want to talk about today - how I keep my business lean and agile, and how I keep my profit margins high by hiring with intention, and only when it's really needed.

If we haven't met before, then I should also tell you I have a very small team running this business, and two-thirds of them live in my house. There's me, of course, and there's my husband Rik, who is in charge of all the websites and tech. He makes sure the server is running properly, and he finds and implements new ideas to make our customer experience even better. If you see a reminder pop up in the members area for an upcoming call, or if you appreciate the calendar that shows you our schedule at a glance, or if you learned how to navigate the site through our orientation tour, those are all him. I don't have to worry about any of that stuff, because Rik takes care of it all, which leaves me free to do the things that only I can do - more on that in a minute.

The only other permanent member of our team is Stephanie, and if you've ever opened a support ticket with us, chances are you've talked to Stephanie.

So that's it - just two part-time employees - that's me and the husband - and one part-time customer service rep. Between the three of us, we do all the things, and honestly, that's exactly how I like it, and I'll tell you why.

In the past I've been guilty of looking at other business owners and thinking, "That's what I want to have. I want to have employees and a staff to handle everything for me."

But in this season of my life and my business, that's not where my focus is.

My focus these days is on writing and teaching. Those are the things I love to do. I love to get up every day and write an email to my list, and write and record this podcast, and to create new content for my [Six-Figure Systems](#) members.

I've talked before on this podcast and in other places about identifying your core work and designing your work life so that most of your time is spent doing that work. For me, that's writing. I'm at my best when I'm putting words on the page, or otherwise creating content.

What's even more important for me though, is that in my business, I am the only one who CAN create the content and the courses. I want my students to know that everything I teach comes from my personal experience. It's not written and created by someone else, it's all me. Every word of this podcast, every lesson in Six-Figure Systems, every email I send is me. I'm never publishing someone else's thoughts or ideas or experience, and that's because I want you to know you can trust what I

teach. That I stand behind it 100%, and I couldn't do that if I was letting someone else do the content creation.

And it took me a long time to realize that that is enough.

There are people who will tell you that the only way to run a "real business" is to be the CEO. Yes, I'm breaking out the air quotes for that one, because it's just not true. I mean, it is ONE way to run a business, but it's certainly not the only way, and it's not always the right way either.

I finally figured out that I don't have to be the CEO, or the "girl boss" or whatever. I can be the content creator and still have a successful business, because content creation is what lights me up and that is how I can make a difference in the world. It's why my clients trust me to always have their best interests at heart, because they know I stand by what I say.

If I did go the CEO route and build a team the way I wanted to back when I first started, it would take me away from that core work, it would take me away from the content creation part. It would mean having to spend time doing things I don't love to do, like checking in on what other people did the day before, or answering questions about how to do a task, or troubleshooting an issue someone is having, or worrying about filling in for a team member who is on vacation or who decides to move on.

Those are not things I love to do, and spending time on them would mean less time creating content. So instead I choose not to take on the boss role because that means I get to do what I love - I write and teach and host live calls for our community.

If you've read the book, [The Big Leap](#), you'll recognize the term "Zone of Genius." Those three things - live training, course creation, and writing - are all in my zone of genius. They are the things I do better than almost anything else, and that I love to do more than anything.

Put another way, they are my core work. The thing I want to spend most of my time doing. By keeping the team small, I get to do that.

### **Defining success**

I will admit though, from time to time I still catch myself thinking, "But if I built a bigger team I could earn more money."

And that might be true, so let's talk about that for a minute because to be perfectly candid, Rik and I do quite alright when it comes to income. No, we're not making seven figures, but we do earn enough to have paid cash for our home and our car, and we have enough savings to support us well should we decide to retire.

For us, that's enough. We're comfortable and secure, and more importantly, we have the time freedom that comes from running a very small, really focused business.

## **Drawbacks**

But with all that said, there are a few drawbacks to not having a big team onboard.

Not having a team means I need to be really focused. I don't have a lot of time to experiment with new things like social media or ads.

Well, let me rephrase that. It's not that I don't have time. It's because I only want to work three or four hours a day. That limits the time I have to play with ads and social media and the newest content networks and whatnot. Instead, I stick with what I know works - content creation, affiliates, and email marketing. Those are the three pillars of my business.

If instead I hired team members to manage my social accounts and ads and other things, I might earn more money - but then I'd be back to managing those people, and that's not what I love to do.

Here's maybe the biggest drawback of not having a team to run things: My business is not sellable. If I decide to retire - and I have no plans to do that - but if I did decide to retire, I can't sell the business. It doesn't exist without me creating the content and hosting the live calls.

When I decided that this is the path I'm going to take, that we're going to run the entire business in house without support from contractors or employees, that's the tradeoff I accepted.

## **When you should hire a team**

All of this doesn't mean you should never hire team members. Like I said, this is what works for us, for right now. It might not work for you. It might not be the way you choose to work.

Maybe you're saying, "But I don't have a husband who can handle all the tech for me, and I don't want to do it myself."

In that case, a techy VA who works a few hours a week might be the answer you're looking for.

Or maybe you're saying, "I want to do more video, but I don't want to spend a lot of time learning how to edit it."

If that's you, a video editor might be a great addition to your tiny team.

Or maybe—and this is the case more often than not—but maybe you don't need a permanent team member, maybe you just need someone to come on board for a short period of time to get you started on a new project. Someone to set up your podcast, or build your membership site, or help you move from one email provider to another.

Those types of temporary team members will always be valuable, especially if you want to stay working in your own personal zone of genius, like I do.

**TAKE THE NEXT STEP**

**I'll teach you the simple  
systems that lead to**

**BIG RESULTS**

**even if you're brand new  
to online business.**

**ENJOY A 1-WEEK TRIAL FOR JUST \$7**

Here's the bottom line.

You get to build your business exactly the way you want to build it. Design a business that supports you and the lifestyle you want to create and don't let anyone—not even that voice in your head—tell you that it should be different or that you should want something more.

If your business and life goals are met with your current structure, that's really all that matters. Keep doing what you're doing.

Remember to head on over to [tinycourseempire.com/79](https://tinycourseempire.com/79) to find the show notes, all the resources we mentioned, and while you're there, be sure to leave me a comment. I'd love to know if your goal is to build a team, or if you're happy being a one-person show.

Finally, if you're enjoying the show, would you do me a favor and leave a rating and review over at Apple podcasts or wherever you're listening? that helps others find us. and of course, if you have a friend or colleague who would love to hear this episode, go ahead and send them the link. [tinycourseempire.com/79](https://tinycourseempire.com/79).

Have a terrific day everyone, and I'll talk to you again next week!