

My HOLY CRAP moment...

Hi, I'm Annemarie Cross - Small Business Marketing & Mindset Coach, helping coaches and women in business get noticed, hired and paid what they're worth so they can double, or even triple their business results. I have another audio biz tip for you this week.

Ever had one of those weeks when you get stuck with technology gremlins and nothing seems to work?

For me, this has been one of those weeks.

My audio mixer wouldn't mix; Skype kept breaking up so I was very hard to understand; and the icing on the cake was when I was being interviewed for a telesummit.

The host had pressed record and was in the process of introducing me, when all of a sudden, I was cut off, the doorbell rang (postie), and my dog started barking at the top of his lungs – all within a space of a few seconds.

HOLY CRAP! What do I do now?

I put down the phone; answered the door and signed for the package; told my dog to be quiet as I ran back to my office to dial back into the call - just in time for the end of the introduction, where she opened the floor for me to start my presentation.

Phew – now that was just to close! Thankfully the interview went on without any more technical difficulties, and at the end of the call when I explained what had happened, we were both in hysterics.

I mean – can you believe it?

I was sharing the story with my community on Facebook, when someone asked me how I was able to continue the interview and remain so calm, despite everything that could have gone wrong – going wrong prior to the call?

Good question!

Here's my answer:

When there's a crisis happening, part of me - the "let's just deal with one thing at a time and smile" snaps into action and I just do what needs to be done. At that time, I'm telling myself "It's all good - just breathe, it's not the end of the world and there's a solution to every problem."

I've also been in quite a few situations where I've been live on the radio and I've lost the switchboard, or guests have forgotten to ring in and I was live on air - thinking how on earth am I going to fill an hour of content with no guest? In those moments I've thought quickly about what I could do with what was in front of me, and I've made the best of it. I also think it's the ability to be able to laugh and smile and to remember that - it's all good, because it really is.

So, the next time technology gremlins visit your office, or you find yourself in a HOLY CRAP moment, remember to breathe and tell yourself “It's all good...” because in all honesty, it really is. Everything can be fixed – you just need to think quickly and find a solution.

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This is Annemarie.