

Susan Frew - Inc5000 Business Owner, Award Winning Coach and Author

In this episode:

- Susan recalls how she was able to make things work, grow rapidly and finally be included in the INC5000 list despite sharing her coaching office with her husband's Sunshine Plumbing Heating Air business.
- She revolutionized the "12 points of love" that streamlined the unique and effective Sunshine Plumbing Heating Air's customer service experience.
- The "bad apple" that ultimately made her experience the downhills of disconnecting with one's authentic stories and brought her business to the point of bankruptcy.
- She discusses how she can relate with Michael Michalowicz's "Profit First" and how she utilized the same concepts to revive her business and pull it out of the brink of debt.
- The Universe's rainy connection to her life and her healing process that empowered her voice and help more people who might be going through tough times because of deceit and fraud.
- Susan recalls how her "elephant tribe" supported her throughout the ordeal and how she discovered greatness in prioritizing self-care rather than setting it all aside when she's feeling rock bottom.

As the daughter of a carpenter and the wife of a master Plumber, Susan Frew used her Business Coaching experience, having coached over 10,000 hours, 18 different trades and 150 companies.

The Frews grew Sunshine Plumbing Heating Air 535% in just one year and made the illusive INC5000 list in 2019 along with 43 other awards and accolades. Susan is a former International GM with AT&T Wireless, Instructor for the SBA's national Emerging Leaders program, radio host of "Coaching Not Just for Sports" on ESPN radio in Denver.

After a break to focus on Sunshine's growth, Susan returned to her roots as a Business Coach, Professional Speaker and Emcee. In 2020, Susan is delivering her new virtual keynotes session called: "Leading through the Rain," Susan walks the audience through the journey of almost losing her multimillion-dollar company by way of a bad hire. Learn how Susan and her team turned Sunshine around and saved it from going down the drain (plumber humor) after being close to 1 Million Dollars in Debt.

Susan motivates and inspires audiences by showing them the way to overcome adversity and she has made it her life's work to help other businesses to thrive and avoid catastrophe.

Quotes from this Episode:

"If you're in a financial trouble, you need to downsize. You need to look at what's essential and what's not." – Susan Frew

"Don't let your ego sideline you." – Susan Frew

“Not everyone can be trusted.” – Susan Frew

“What was there for me was, a much more powerful voice to help people.” – Susan Frew

“If you’re going through trouble, really. The last person you want to be listening to is the one who’s telling you that they only have success.” – Susan Frew

Pearls of Wisdom

1. “Don’t believe your own PR.”
2. “Get your own mail.”
3. “Find something bigger than you to keep your eye on.”

Resources:

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Website: <https://www.susanrobertsfrew.com/>

LinkedIn: <https://www.linkedin.com/in/susancoaches/>

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Golden Time Stamp:

9:20 – 10:20 The importance of being hands-on to your business without letting somebody else sidetrack your vision of what’s really happening behind-the scenes