

# Erin Marcus, Embracing Authenticity As An Entrepreneur And Leader - Episode 303

## In this Episode:

- Erin talks about her successful leap from executive to becoming a successful entrepreneur
- The importance of having the right people involved in your business
- The things she learned about building a team
- How she helps people who are trying to get from entrepreneur, solopreneur, to business owner
- Why building the systems within your organization is important
- How to let go of the “Just Work Harder” approach

## Notable Quotes:

“Play on the growth edge.”

“Don't say yes to things if you're not the absolute best at doing it.”

“Whether or not I considered something hard or considered something easy was actually a choice that I got to make and had nothing to do with the thing.”

“Every single day as part of my process of getting ready for my day, I look at my calendar to see what's going on and I tell myself what an amazing, fun, easy day it's gonna be.”

“If fear is the only reason you're not doing something, not a good enough reason.”

## Pearls of Wisdom:

1. If fear is the only reason you're not doing something, it's not a good enough reason not to do it.
2. Step on the gas when everybody else is stepping on the brakes.
3. We can't fight if I don't engage.

## Resources:

**Erin Marcus** is the founder and CEO of [Conquer Your Business](https://conqueryourbusiness.com/), an international company helping driven entrepreneurs and small business owners get the financial and emotional freedom they need to build a business and a life they're proud of.

Erin is also an international speaker, the host of the [Ready Yet?! Podcast](#), author of the upcoming book by the same name (Ready Yet?!) and most proudly, the founder of Riley's Fund Foundation, supporting those who support animals.

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