



Are You Too Perfect?

By
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I am a perfectionist. I really am, but I'm working on overcoming this flaw. Yes, it's a flaw. I used to have this need for everything to be perfect in my work, which led to disastrous results.

The need for perfection caused missed deadlines and projects to be killed completely because perfection could not be attained.

Worse yet, my perfection led to my refusal to delegate unimportant tasks and responsibilities. Before I started my own company, I was more willing to delegate tasks and responsibilities, but as a business owner, it became even more difficult.

Now, my reputation is on the line. If I send out a product that isn't perfect, it is a reflection on me.

Finally, I had to just let go and let things be less than perfect. When completing my book, 60 Second Strategist, I can't count the dozens of times I went back and forth with my editor and cover design team. I had to control everything. Everything had to be perfect.

Finally I had to let go and accept the fact that it wasn't going to be perfect and there may be an error or two. That's what second editions are for, right?

When I was designing my website, I was wasting time with my design team several times per week. I had to give my input on every insignificant design change on the site instead of just letting "good enough be good enough!"

I share this with you for three reasons.

1. If you see any mistakes in anything I produce, this is my excuse to fall back on.
2. Even though I teach these concepts, it's easy to fall back into old habits and get sucked in to traps of unproductivity
3. To show that, "I feel your pain," and we all have similar struggles. If I was perfect, you wouldn't want to learn from me, because I would preach an impossible standard.

What activity traps do you fall into?

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