

COMMUNIT**TEA**

@ UniTea

**A MONTHLY MEETUP FOR LOCAL
BUSINESS OWNERS.**

August's Topic:
The Comparison Trap

GUIDELINES



Keep it supportive

Everyone's business journey is different.

Share, don't sell

This isn't a sales event or a pitch meeting.

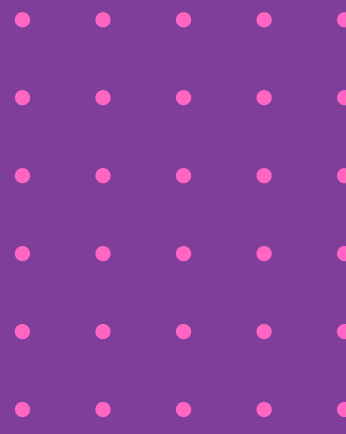
Listen as much as you talk

The best conversations happen when everyone has space to contribute.

Come curious

Ask questions. Offer ideas. Learn something new.

Grab a tea, be kind, and help someone leave a little better than they arrived.



THE COMPARISON TRAP

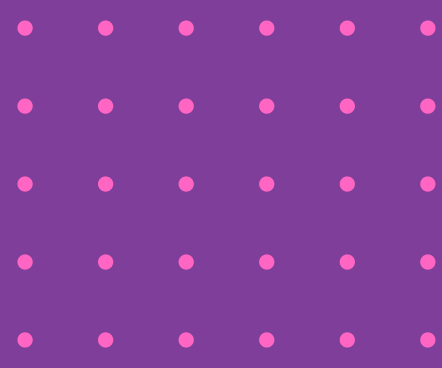
Raise your hand if you've ever thought...

- "I'm behind."
- "Everyone else seems to know what they're doing."
- "They're doing better than I am."
- "I should've started sooner."

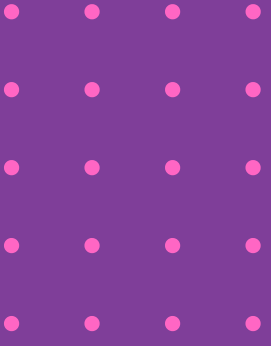
...You're definitely not the only one.

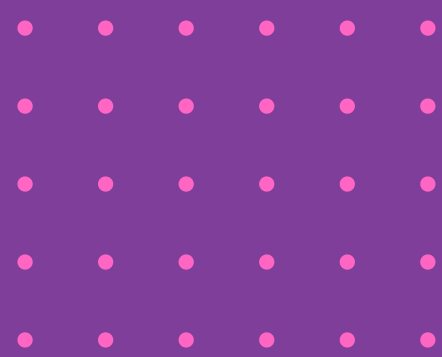
Let's talk about it.





IT'S NOT FAIR TO COMPARE
YOUR CHAPTER 3 TO SOMEONE
ELSE'S CHAPTER 30





SOCIALS ARE CURATED

We compare our behind-the-scenes to everyone else's highlight reel.

You see:

- 
- Big client announcements
 - Revenue milestones
 - Conferences and travel
 - Beautiful branding
 - Happy, confident faces

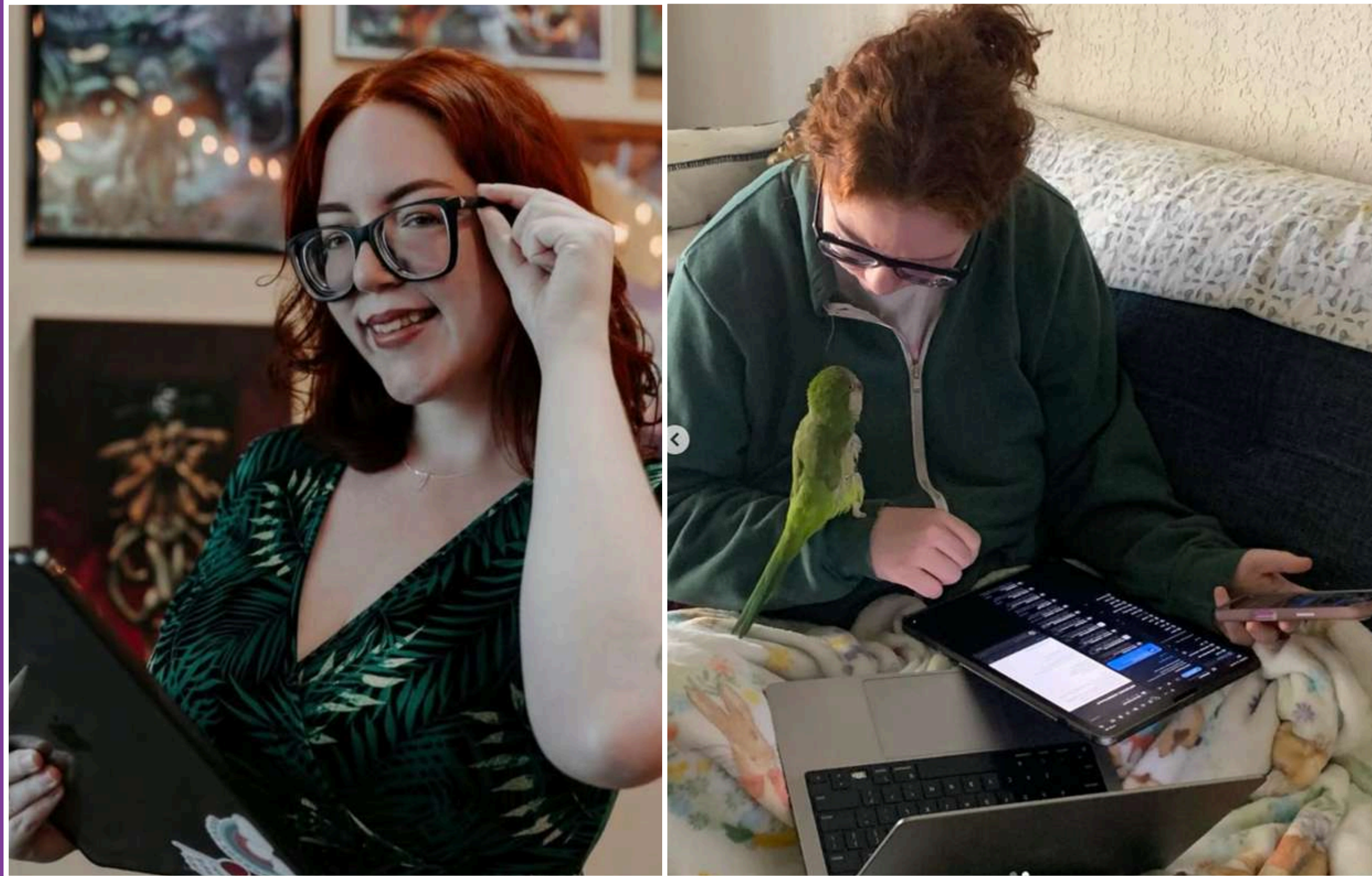
You don't see:

- Rejected proposals
- Slow months
- Burnout
- Second-guessing every decision
- The years it took to get there

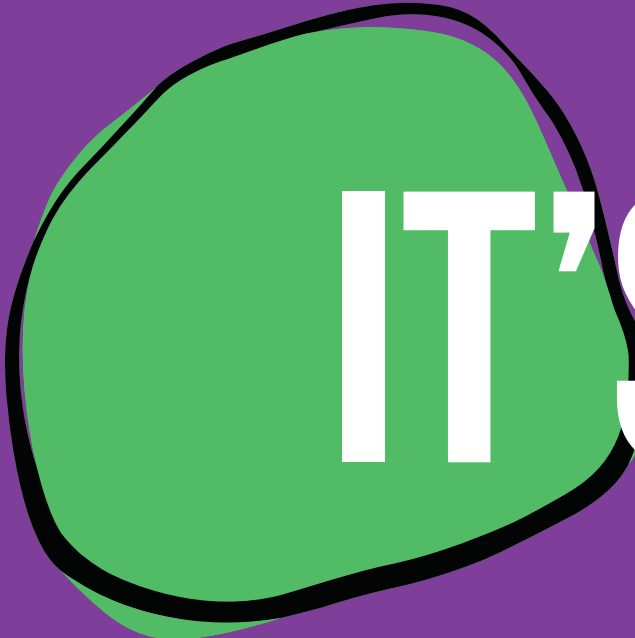


**THIS IS WHAT PEOPLE
THINK OWNING
A BUSINESS
LOOKS LIKE**

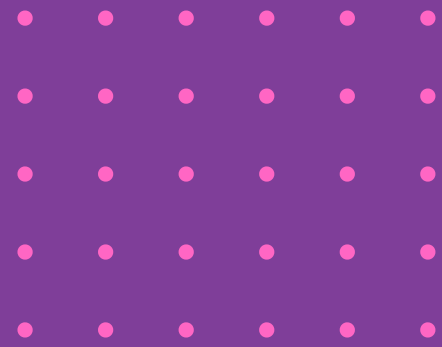
The version I post...



...the version that's
answering emails in yesterday's pants



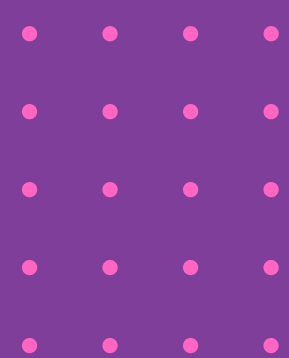
IT'S NOT ALWAYS “BAD”

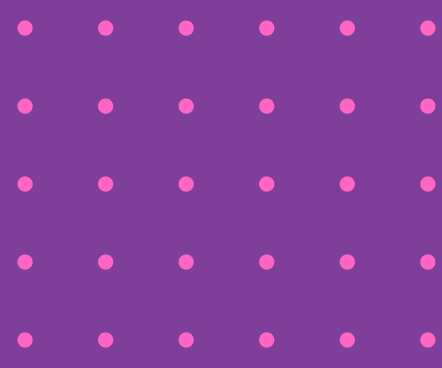


Comparison isn't the enemy. Sometimes it shows us what's possible.

It *can* push us to dream bigger, learn a new skill, or finally take that next step...

But comparison becomes a problem when...

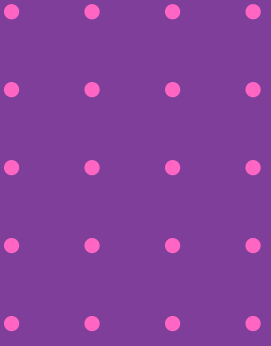
- You forget how far you've already come.
 - You compare your beginning to someone else's tenth year.
 - Someone else's success starts to feel like your failure.
- 



The goal *isn't* to stop comparing altogether.

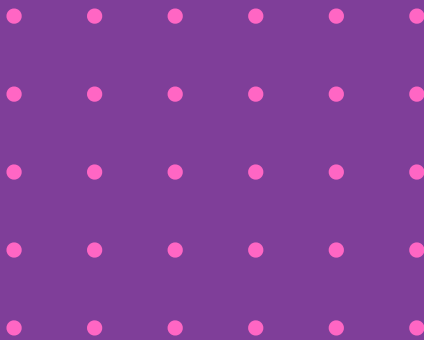
It's to ask:

"IS THIS **INSPIRING** ME... OR
STEALING MY CONFIDENCE?"





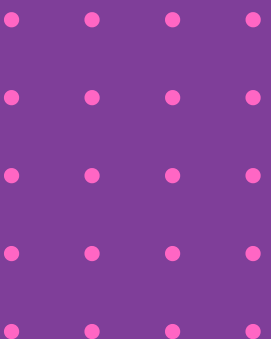
WRITE THAT DOWN!



On the left side of your paper:

A business you find yourself comparing your own to.

Now ask yourself:

- What specifically am I comparing?
 - Do I actually know the whole story?
- 

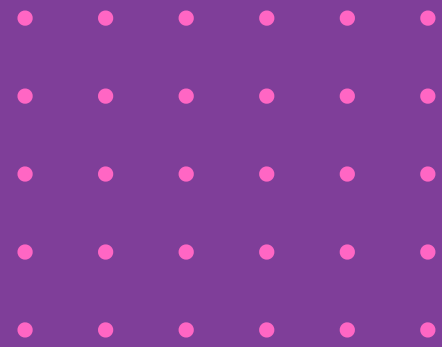
On the right side:

One thing your business is doing well that you're genuinely proud of.

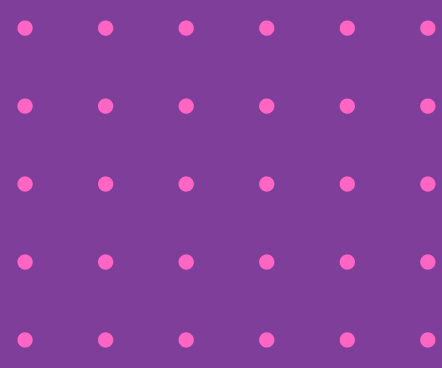
Maybe it's a loyal customer, a recent win, better work-life balance, or simply sticking with it when things got hard.



LET'S TALK ABOUT IT.

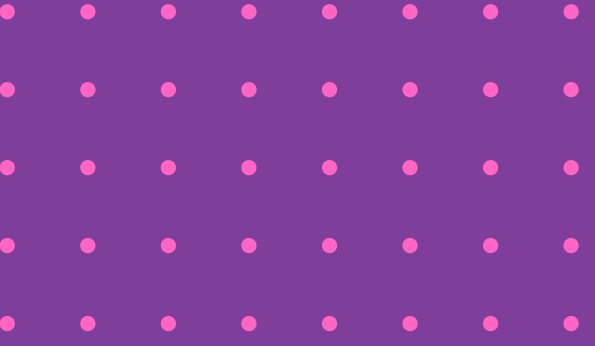


- Can you think of a time comparison motivated you?
- When has it made you question yourself?
- How do you recognize when it's helping versus hurting?

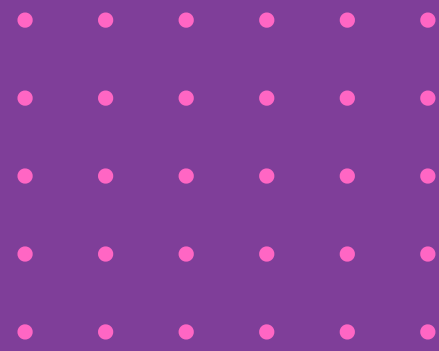


THANK YOU

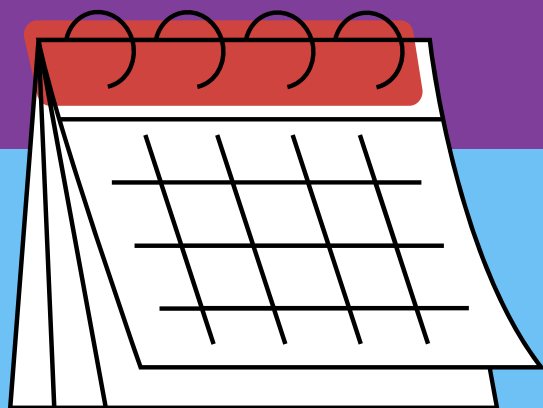
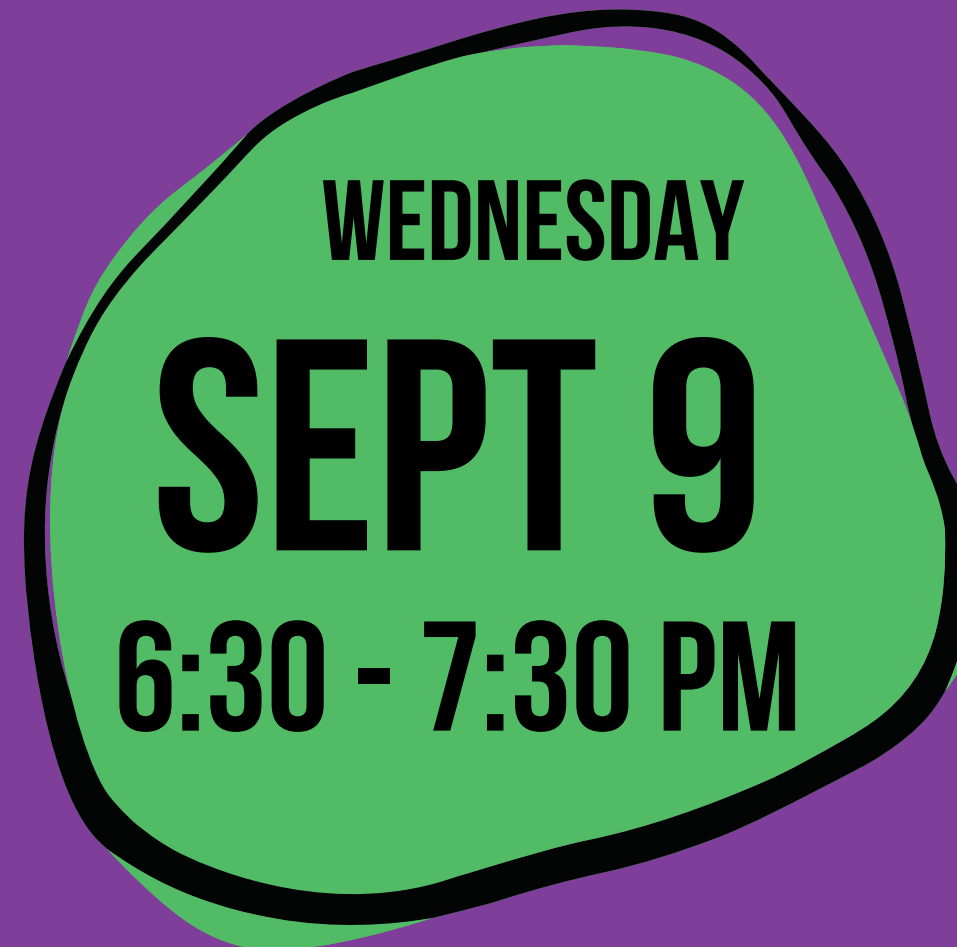
DON'T FORGET TO TIP YOUR KAVATENDER
AND SUPPORT LOCAL!



NEXT MONTH



September's Topic:
**Working ON Your
Business - Busy work
vs. meaningful work**



SCAN TO ADD TO YOUR GOOGLE OR APPLE CALENDAR!
We know you're ADHD and will forget.