

# 5 Questions with Allison Nazarian

by Jason

*5 Questions shines the spotlight on business builders who are doing great stuff online. If you'd like to nominate someone to be featured on 5 Questions, just send an email to [5questions \[at\] jasonleister.com](mailto:5questions[at]jasonleister.com) explaining who and why.*

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## 1. What's your biggest business accomplishment and what did you learn from it?

I'm fortunate to be able to say that I've accomplished much in my business over the years. I have learned from each and every one of them. And while my answer may sound strange, I can honestly say that the mistakes I made — especially the big, ugly ones — were (while incredibly painful and possibly horrible at the time) what I have learned the very most from. So my greatest accomplishment may actually be finally, finally learning and understanding that it is OK to make mistakes and that I will not die (nor will my business go under) if I make one.

## 2. Favorite Book EVER and Why:

Oh wow, really? One book? So so so hard. The one I will go with is *The Four Agreements* by Don Miguel Ruiz. I read it over and over and always get something new and perfect from it.

## 3. What's one thing people online don't know about you that you'd like to share?

Ha! One thing? Well, here are a few that are either a tad interesting or utterly boring: 1) I had two kids in 22 months. Kid 2 was almost born in Miami International Airport. No joke. 2) I have 2 Ivy League degrees 3) I once received an orchid as a gift from a neighbor. I vowed to end my "black thumb" streak and took wonderful care of the plant. Water, trimming, etc. — daily. After three weeks of this love and care, I learned that it was plastic. Fake. Not real.

## 4. What's one mistake that you see business builders making online and what should they do instead?

Most are so busy trying to be like "the big gurus" or at least like someone else or "everyone else" that they never give us the real them, which is what we want. Worse, too many talk about how "real" they are in the most fake, removed and non-real ways.

## 5. If you started over building your business today, what's the ONE thing you'd do differently?

~~to summarize~~

Use the “f” word when I felt like it, never say “we” when referring to my company and go with my gut up front when it came to “red flag” clients. (Sorry, that was 3.)