

00:00:00 Why make your own mistakes when you can learn from mine? That is the whole point of this episode, Goalden Girl. Today I'm sharing my year in review for my big goal building my business Well worked and what didn't. I'm sharing the behind the scenes of my business, but you should know that these lessons today can apply to pretty much any goal. Whether you're an entrepreneur, a professional, ah, work at home parent artiste, creative athlete. Heck, anything. These lessons are very specific to the goal of growing my business with a dash of some business wisdom that I gained that I know will help you.

00:00:32 If you are an entrepreneur now, you might be wondering, Why am I baring my soul, my bank account and a whole lot of vulnerability? My friend, I want you to see the good and the bad, the success and the mess behind the highlight reel. Listen in on this episode where I share both so that you can have a more success for yourself and learn from the messes I made. So you make 2020 your best year ever. Welcome to the Goalden Girls podcast, where we believe you can have it all.

00:01:03 I'm your host, Lisa Me show and I'm spilling tangible tips, gold getting strategies and real life stories to inspire you to tackle your biggest dreams. You're a woman who knows you're made for more. Get ready to leave the excuses and self doubt behind by being vulnerable, sharing your truth and having honest conversations so you can succeed on your terms. Together we'll set goals you'll actually achieve by staying motivated, having fun and building a community of women empowering women. It's time to tap into your best cell, get confident and truly have it all.

00:01:38 Goalden Girl. Let's dive in you. Well, Hello there, Goalden Girl. Thank you so much for joining for another episode of Goalden Girls podcast. You've probably heard the saying doing the same thing over and over again and expecting different results is the definition of insanity. Well, I'm upping the ante on this one. I believe that making the same mistake someone else did, and not learning from their mistake is also the definition of insanity. So, basically, please just don't be insane. Why make mistakes when you can learn from mine?

00:02:07 This is the whole point of this episode. Goalden Girl and the one before it. Episode number 15 2 If you haven't already, make sure you check it out. Those of the lessons from my personal life, what was good and what sure wasn't this last year? It is an episode I know you'll love if you appreciate reflections like this And if you enjoy learning from other people's mistakes and successes, trust me, you're gonna love it because I made a whole lot of both today. I'm sharing my year in review for my big goal growing my business.

00:02:32 I'm gonna share with you what was good and what wasn't so good. I'm going to share with you some behind the scenes of my business. But it's important for you to hear this thes lessons pretty much all of them can apply to any goal. Whatever your goal is, whether it is talking about starting any triathlon or writing a screenplay or finding the love of your life, you're gonna notice that when I talk about failing and focus and consistency, you can apply that to your goal, regardless of what it is.

00:02:58 The lessons apply to you and your goals, too. Whether you're an entrepreneur, a professional, a creative anything. These lessons are very specific to the goal with, Like I said, a little bit of wisdom in here that I know might help you if you are an entrepreneur. Now, in case you're wondering, why do this? Why share so much? Because trust me, this feels very vulnerable for me to open up to you with this level. But I know that it's important because so often we only see the good,

00:03:27 and I want you to see the good and the bad. I want you to see the successes and the messes that are all a part of what you see as the highlight reel. These days you see each one of us have these. We all have successes, and we all have messes, and both have incredible value. When we only compare though the real of our own lives and we look at only then the successes of others, we then think that we're inferior or that we're not good enough or any of that crap.

00:03:53 I want you to listen this episode and hear me share both so that you can have more success is for yourself and learn from the messes that I made. That here is the church, and I want to hear this right now before we even go any further. There is no success without mess tattoo that summer. There is no success without mess. His episode is one where I really want to just have you hear from me heart to heart my real lessons, what worked, what didn't When I'm still figuring out and oh my goodness,

00:04:23 I have so much And I hope that I listened back in another year and I'm sure that I will and have so much more to share with you. But I really want to make sure that you can learn from the things that have worked for me and the things that haven't one last thing. Make sure that you do this for yourself in your goals, because I guarantee you could probably have a pole podcast episode on things that you learn to remember the definition of insanity. Make sure that you also learn what your mistakes were on what your successes are,

00:04:48 so you can repeat the good things and stop the bad things. So no matter how good or bad you think your year was, please take our This week to review your year. I've created a free guide for Unique and grab Lisa me show dot com forward slash year in review and yes, don't you worry I got the link in the show knows right before I dish all the details on my goal in my year. Here is a listener spotlight. I want to give a big shout out to Chelsea Lauren,

00:05:13 she says. Genuine podcast from a genuine woman. Lisa is an incredible, genuine soul and a force to be reckoned with. The amazing goodness that she shares in the podcast is just a small reflection of the incredible work that she's bringing into the world. If you're looking for a podcast to support you in setting and smashing pride through your goals, you found the perfect fit. Thank you, Lisa. The spaces so needed. Thank you, Chelsea. I truly have goose bumps and tears in my eyes reading that Thank you so much for your super kind words and for listening and for leaving that beautiful review.

00:05:44 And that's seriously, when I'm really wanted you here with this podcast is share some goodness and create something incredible in this world for you guys listening. I want you to know that anything is possible for you. And I want to support you on the way. So thank you for hearing that in me and for really acknowledging that that means the world to me. And I gotta say, Chelsea, I love the work that you're doing to Chelsea. You got to know she's a boundaries queen and she's doing incredible things as well.

00:06:08 So I'm linking to her in the show notes below. So please, go check her out and give her some love, too. In 2019 my big goal. My only goal was to grow my business before I tell you what exactly what that was. Let me say this, Okay, First of all, everybody has different ways of setting goals, and there's no one right way or wrong way, and I'm sure I'll talk about the Senate future episode. But for me, I wanted to set a really crazy,

00:06:32 unrealistic goal. I wanted something that would inspire me and something that would challenge me. It was in many ways what's called by in lots of the goal setting world. A 10 x goal, a goal 10 times bigger than I thought I could do so further doing. By the way, this is really scary to share, but I feel like I have to do it. So here we go. Let's just open up all the things. My goal is to create a \$1,000,000 a year big business. I couldn't even say that right to see that \$1,000,000 your bigness because it is big.

00:07:00 I want to create a \$1,000,000 a year business, and that's a huge goal because I really have no idea how to do that. And the bad news is, I didn't hit that. But won't it be fun? What I d'oh! The good news is that that goal really challenged me and inspired me, and it made me think bigger, smarter and more strategic than ever before. And that is why I set the school because I'd set more quote realistic goals in the past, and it hadn't really worked for this business thing of mine.

00:07:25 I've really wanted Thio literally fundamentally shift the way I was thinking. And let me tell you when I started thinking about what it was like look like to make you know, \$10,000 versus a \$1,000,000. My yeses and nos looked pretty different. So having a massive, unrealistic goal like this, it works for some and it doesn't work for others. It may work for some goals and not for others. I mean, if you say, you know, I want to lose £100 in a day, that's not gonna work or I wanna rock around the world in the day.

00:07:50 Not gonna happen. I want to travel in every country in the world in a week. That's not gonna happen. This is where it's really important with any goals to know your own style and what's gonna challenge you and inspire you to behave the way you want to behave and thio adopt the mice and the habits to achieve the goal you want to right there. That's a lesson right there that you can take away. It's okay to set really big, unrealistic goals. If it feels good to you, Going bigger can be really exciting and challenging.

00:08:15 If it feels that way, big goals can be really stifling for some and feel overwhelming and make people feel like they're not good enough for me. This gold about really exciting and

I'm pretty sure that I'm gonna actually carry it off into the next year until I have a \$1,000,000 business. And then I will be upping the ante on that. My big goal may have been a business goal, but remember all these lessons, I mean, a share can apply to anybody with any of your goals. Let me share with you.

00:08:36 What work this year, what didn't work so that I hope that it helps you with your goals, too. All right, let's start with what worked. The positive number one focus knowing what my goal was that was so big. Oh, my goodness, you guys, I started this year having pretty much no time to really do my goal. I was doing the naptime muscle every time, so no one would go to sleep. I would quickly try and work. And in the evenings I'll be working after you went to sleep and early mornings.

00:09:00 And I'm not a morning person, says a big stretch. But having no time made me really good at figuring out what I need you to move the needle in my business. And in fact, I did a better job of growing my business when I was doing enough time hustle and then I did when she was in full time day care, like, What is that about right? The key here is that I knew, first of all, that my focus is business. And second of all, not having a lot of time may be really good at zeroing in on exactly what I could do.

00:09:24 I'm very guilty of wanting to do all the things. I am multi passion. I'm excited. I love connecting people. I love saying yes and had a lot of requests that I had to say no to, because I physically could not. I couldn't do a retreat. I had request to do workshops in person and create a course and a journal in a membership in a podcast on YouTube channel in pictures and bubble all these things and I really had to focus in on a couple of things. Guess what that worked?

00:09:47 That was really good. So whatever your goal is focused, guys, pick one goal. Make it small. In fact, the only thing I would say even though this work I would have gotten even more specific in hindsight and this year. I'll get even more clear in terms of what did things that I'm gonna do and constantly look back because even a goal like growing my business, there's a lot of ways, as you can hear, that still got distracted and could do a better job of focusing in.

00:10:09 So that is my suggestion to you to be really clear and focus on your goal. It can change throughout the year. That's OK, and I'll talk about that more in a bit. But starting with the focus and knowing what you can actually do, game changer, you guys, you're gonna love it. Well, one thing that is pretty cool is that even though I didn't hit the \$1,000,000 mark and honestly, I haven't had the six figure mark yet, I still have the most profitable year in my business yet.

00:10:30 I haven't pulled money out and I've definitely still got some room to grow here. But I put some really good foundational piece in place. I was able to travel and reinvest money into my business into the technology that I have in my community. There was lots of things I was actually really able to do well because I focused on my business and I did it create a revenue

and profit. So it's pretty cool. I'm very proud of that and really excited. And even though I didn't hit my goal,

00:10:55 I know that if I hadn't set an audacious, crazy goal, I'd be nowhere near as successful as I was. One of the really cool successes that I had this year was being one of the mom's top 30 bloggers. I applied on a total whim, and it was really such an honor to be chosen as one of the top 30. It's very cool because it got me to meet such incredible women and share my message with more people. I got the chance to go to the award ceremony and just that networking in the connections.

00:11:22 And I think a lot of you know, real honest, genuine connections with other moms was so beautiful. And I'm really grateful for that experience. I'm really grateful for that award, and it would not have happened if I hadn't just applied on the women, made it happen. The next little piece here, something that worked really well that actually applies to what I just said and you could try this with any goal. I set a goal to fail 100 times this year. As I said here, recording this at the end of December,

00:11:47 I have four more things I need to bail out and about two days to do it. So I'm gonna be working on that. What I did is I committed to failing at least 25 times 1/4 and this has been one of the coolest things. And I know I shared this on the last episode if you listen to that, but I wanted to share it again because having this be very specific, I think having gold like this could be really cool in two ways. It could be really cool for your personal growth would be really cool specific to a goal as well.

00:12:11 You know, this might be that you try and run just a little faster today and that you like, literally try and fail. You set yourself a goal that you might fail, and that's okay. You learn to be more resilient. You learn to get out of your comfort zone. You learn to try different things. The super cool thing is that the things that were scary? If I look back, the things that were quote failures at the beginning of the year and the things that are now it no longer scares me.

00:12:33 Just today I was starting to pitch to a couple different publications and the beginning of the year it terrified me. I would spend hours and hours and hours and overthinking and miss out on the deadlines because I overthought it, which is a failure, by the way and selling to learn from. But today I just didn't. I pitched twice and very quickly, and I feel like they were good and maybe they'll work it. Maybe they haven't. They won't work, but there are my failure list, so at least I got to learn something from it.

00:12:55 I really believe that in life you either win or you learn, and as long as you're failing with this excitement and this curiosity and openness to it, what can I learn from this? There is such a golden this, so if you're open to it and I want to challenge you, if you can't do 100 times a year, try it 20 five times a year. TRIBE 50 times or heck, if you're way better than me, try and do it every single day for a whole year. I'm gonna double this for next year because this really has been something that is so,

00:13:23 so cool for me. It's what got me on the podcast. Got me publicity. What got me to be a Vancouver mom top longer? It got me some amazing podcast guest that I cannot wait to share with you guys in 2020. Got them to say yes.

00:13:33 And so that this is the thing you got me out of my comfort zone and my goal and your goal should be something outside of our comfort zones.

00:13:38 And that's gonna require us to do things that are outside of our comfort zones. Setting a goal like this is something that will push you.

00:13:45 It'll create the habit. It'll create the mindset that you need to achieve the success that you want. Something else I did this year,

00:13:52 and you guys probably hopefully aren't surprised to hear this, but I worked with Coach now. I've been working with coaches for years,

00:13:59 and that's actually the reason I got into coaching was I realized Hopper found my coach changed my life in so many ways and I was like,

00:14:05 I want to help other people do this. I love do that one day and I'm so grateful to get to do this because I see that there's a huge impact.

00:14:12 Working with coach this year was a stretch in terms of finances and time. Like I said, I had pretty much no time.

00:14:18 So I found a way that it works for me. I found a coach that challenges me on my mindset.

00:14:22 She's way ahead of me and that's really cool to see. She helps me see what's possible for me.

00:14:28 She boost me up. You know, I'm just so grateful because even as a coach, I really think that I've heard this before and I'm sorry.

00:14:35 I don't know who said it, but basically good coaches, coach and great coaches get coached and I believe that you know,

00:14:40 I can only take you guys as far as I've been, and if I am gonna say you know what,

00:14:44 I believe that you should invest in yourself. I believe in coaching. Then I better darn well do the same thing,

00:14:49 right? If I don't invested it. That means I don't really believe in it that much. And believe me,

00:14:53 I do. I believe there's magic when I invest in coaching. When you invest in coaching, we show up with there's magic there.

00:15:00 There's such a difference. So I believe in always growing and always getting coached, and this has been something that's still hopeful for me because there's been several times where I've been super stuck,

00:15:09 like, literally like hide. You have nothing to do. I have no idea what I'm doing. Where am I gonna go and within,

00:15:13 you know, 20 minutes of a conversation. I'm out and I've got ideas and I just snapped. I hope that wasn't the super loud for you guys because I don't know have edited out,

00:15:21 but it was just magical. So working with the coach, I'm really glad that I did that. I didn't do it the year when I had cinema and I took some time off.

00:15:27 But this year I got back into It really was phenomenal and I don't regret it. I'll be doing it again this year for sure.

00:15:33 This one is gonna sound a little bit business specific. Maybe the next couple might, but I want to just bring it back to how it might work for anybody.

00:15:39 So don't talk about outsourcing. And I want to remind you that outsourcing I'm gonna talk about specific to business.

00:15:44 But you can apply this to any part of your life. Anything that's not in direct, you know,

00:15:49 exactly in your desires, only the things that you're really good at, things that you also enjoy doing anything that's not there,

00:15:55 you can outsource. This can be in your house. This can be delegating hack. This wouldn't even be stopped doing things are simple findings with a lot of different ways to do this.

00:16:01 I want to talk publicly about outsourcing in my business. This is the first year I let anybody into doing anything else.

00:16:07 Up until this year, I did everything myself, and I still do 90% of it, for sure.

00:16:13 But this year I did something really cool, and I used a program called Katya used to be Jen,

00:16:18 Um, by the way. But now it's called Katya, and it is a online digital marketing school that has interns,

00:16:24 and basically what you do is the interns. They're, you know, using the digital marketing courses and looking for internships and real businesses.

00:16:31 So this year I hired three incredible interns at different times, and they have just been so awesome. Now this is a little bit I got to say a couple things here,

00:16:40 First of all, really important. I've learned that the importance of doing your due diligence with any hiring you want to do your screening.

00:16:46 You want to ask questions you want to make sure that you're hiring the right people in. And I also believe that you need to be willing to be a mentor and really help out,

00:16:54 and especially with Jenna, more with Katya, as it is called Now I really commit the time I mentor.

00:17:00 I teach these interns so that they can learn and so that they can also grow in my business as well.

00:17:05 So if you're interested, I'm gonna leave a link in the show notes there, too, sometimes that Katya has discount stuff,

00:17:10 so I'll see What I can do is see if I can. If there's any kind of ah, deal that I could get you anything,

00:17:14 I'm not sure can't guarantee it, but check the link in the show notes for what's available right now,

00:17:18 make sure you keep it up to date. And if you want to try an intern, by the way,

00:17:21 I should say it's like, very affordable. I can't remember what the price is right now. It's kind of fluctuating little bit between 50 to \$100 a month for about 10 hours a week for three months,

00:17:29 so very affordable as long as you're willing to mentor. It's an awesome program that three interns that I've had have all been incredible.

00:17:35 I learned a lot about streamlining my processes. I've gotten better at how I would source. It keeps me a sort of super Canadian at a food source,

00:17:42 got better outsourcing, can't be accountable. I realized where I was a bottleneck and how I needed to move forward to grow my business of really,

00:17:50 really cool. I also hired a podcast coach to help me with the interim Outro here, so that was a big thing for me.

00:17:56 I tried to my own and it just sucked, and so I was like, Okay, I'm gonna get help.

00:17:59 That was really, really powerful for me. It's something that I've never been able to never been able to do my business so very cool to get to do that again,

00:18:07 didn't pull any money for my business because I reinvested it. To try and learn these things to streamline my process is to get better,

00:18:12 because one of the things that's really powerful for all of us to do is to think about how I can spend how we can spend more time in Arizona genius doing things like this podcast doing things like speaking at events and coaching my clients in students.

00:18:23 So it's pretty cool, too slowly be making that transition to focusing on the things that I love the most and leaving the others things to other experts.

00:18:31 One of the other things I did this year, which again is going to sound like a business thing.

00:18:34 But I promise there's applicable to everybody creating Goalden Girls community. It was a membership program and I started it way before I was ready like I was not planning on doing it.

00:18:45 I think within a couple of weeks I turned it around, had it launched and had 30 people in it.

00:18:49 So it was something I didn't wait before. I thought I was ready. From a personal perspective, it's being so rewarding because the women and there are just incredible.

00:18:56 And so if you're listening in my community, I absolutely love you. You're amazing. Thank you so much.

00:19:00 Thank you. Thank you. Thank you for trusting me. I love it too, because it still has the potential to grow.

00:19:06 I gotta be honest. I don't have it all figured out. I'm learning a lot, and I probably could have spent the next five years planning and the old me would have.

00:19:12 But instead I just got started. And so much clarity comes from taking action. No matter what your goal is,

00:19:17 you can sit on the sidelines for years and caught with the perfect business plan or write the perfect screenplay,

00:19:22 but until or even create the right story line. But until you start writing until you start working with people until you start actually moving your body and training for a race or whatever it is,

00:19:31 you don't know what you don't know. Instead of waiting five years, I actually got people in the program and I'm getting their feedback and we're celebrating.

00:19:38 Their success is so it's super cool because there's still lots to learn. But I'm doing it. I'm starting.

00:19:42 And so this is my encouragement to you. No matter what your goal is, start before you're ready.

00:19:47 I also have to say, from a business perspective, the membership model is wonderful. It means that people are committed,

00:19:53 which is amazing. I love that. I love that people are. They're invested. They're in there here month after month after month,

00:19:59 just the level the caliber of women that show up when they're committing month after month is different. It's incredible,

00:20:05 and by the way, it's not like a huge amount. It's is less than \$40 a month. It's not ah,

00:20:08 massive thing, but that they've got some skin in the game and that makes a difference, and that's really,

00:20:12 really cool. There's also some predictability from the income side, and for an entrepreneur, you know, that could be a little bit stressful,

00:20:17 and it's also reminds me of who I'm showing up for, so I know who I'm creating contact where I know what I'm serving them with.

00:20:22 I know how I can help them. I get to know them intimately. So this is just being a real game changer.

00:20:27 Both for me, personally and for business. Okay, One more business specific. One launching this pod gas.

00:20:34 You guys so much fun. I had no idea has been hard. I got to say that, but it's been a lot of fun,

00:20:39 and I just really love all of your feedback going through this. This was a man who took me way longer than I thought it was gonna take,

00:20:45 just like every other goals. It was a good reminder on that, too. And there were lots of ups and downs.

00:20:50 I doubted myself. There was lots of things I had no idea how to do. And yet I still figured it out.

00:20:55 And I even took my own advice and celebrated with a launch party which was such a special treat for me and for all that I could really think and appreciate the people that came out to support me.

00:21:04 So with that, I guess what I want to say about this podcast is that it's okay to try things that you have no idea how to do.

00:21:10 And they're gonna be ups and downs. And I will probably do an episode one day talking about all the things I learned and how messy it all was,

00:21:17 and also to celebrate when we actually do it easily because so often we just go from one thing to the next.

00:21:21 We celebrate others in that ourselves, and it's so important to celebrate you, too. Last thing that I believe really made a difference is I got consistent.

00:21:30 I mean, there's been a few years of my business where I've been, like, here and there and not really anywhere this year.

00:21:36 Actually consistent. I sent an email to my list almost every week, not every week, but pretty close.

00:21:41 Just about every single week. I had a new blogged or podcast. I went live on Facebook more often and what it is,

00:21:47 it's so often we think it's like the big things that we do once in a while. That matter is what you do consistently.

00:21:52 That really makes the biggest difference. I feel like I really showed up for my dreams, even in a lot of days when I did not feel like it or felt like no one cared and no one was listening.

00:22:00 No one is reading, and no one was watching in that time I've learned that people do send me messages and they say,

00:22:06 Thank you. I'm watching. I care. This is great. Thank you. Amazing. And it just reminds me that people are watching and consistency does matter even when you don't realize it.

00:22:15 Consistency is honestly, it matters more what you do more often than what you do only occasionally. Whatever it is that your goal is,

00:22:22 I'm gonna invite you eminent challenge you to get more consistent than you think as possible in the next year.

00:22:27 Whether that is, you know something that you've got to do every single week or every single day or five days a week,

00:22:32 whatever that is, be consistent with what it is. It's It's about our small habits of the small habits that time overtime overtime are what snowball to create massive results in massive impact Show up even when you don't feel like it.

00:22:45 Even when you think no one cares, even when it's hard, just do you and show up and do your best.

00:22:52 Okay, I want to share something that is both business and personal and both the good and a bad because kind of a weird one.

00:22:57 I talk about this in the last episode, but I wanted to just bring it up here. This year we made a conscious decision to travel less.

00:23:04 This is really hard for me. I am a travel lover. My goal was to travel to 30 countries of Fried turned 30 and I hadn't.

00:23:11 So why on earth would I possibly want to not do it? Well, here's the thing. Different goals are gonna work for different seasons of life.

00:23:18 We made the conscious decision to travel less for two reasons. One of them was. So I had the time and space to work because I barely had any and the last thing I could add more time and was packing and unpacking and traveling and all of those things.

00:23:29 The second thing is because we consciously wanted to save money. Let me tell you, we have built up a multi \$1,000,000 net worth over the last several years and that does not come without some sacrifices.

00:23:38 And this year we could have traveled, but it would've meant that we didn't save as much as we normally do.

00:23:43 And we weren't preparing for a future than the financial freedom that we really value. You know, I don't have the answer for everyone.

00:23:49 I we're still figuring it out ourselves, too. And there are processes and there are constants. And I just want to say that sometimes your goals,

00:23:57 it means making sacrifices. If you'd asked me five years ago am I willing to sacrifice traveling for pretty much anything I would've said no.

00:24:06 But now my dream for this business and what I know my potential is and how I think I can really show up and serve you guys.

00:24:12 I believe in it so much that I'm willing to say no to some of the things that I do love.

00:24:16 And I think this is just an important lesson about all goals. Whatever your goal is, there are gonna be some things you have to say no to.

00:24:23 And, yeah, some of them are good things. Some of them are fun things that you may have wanted to do a couple years ago.

00:24:27 Or you may have to postpone for a few years, and this is a part of what we did.

00:24:31 And honestly, there were some pros. I spend a lot less time packing and unpacking. We built a great community here in Vancouver,

00:24:39 love the city had a great time, like there was lots of good things. And I had the time sort of for my business.

00:24:45 And the con is I miss it, and we're gonna change that next year. This is definitely something that I feel some regrets.

00:24:49 So I'm gonna re strategize and figure out what we can do a little differently to still save and have time for my business while traveling a little bit more.

00:24:56 So stay tuned of high, figure all that out, But I know it's possible, and I also know that we made the right decision.

00:25:02 You know, it kind of sucked to not travel like we usually do and see everyone else's vacation pictures and tow have my heart just so full of wanting to be on adventurers.

00:25:10 But this is a sacrifice I was willing to make. So no matter what your goal is, there's always some sacrifices.

00:25:16 I want you to be really conscious of that. As you go into the next year, as you set your goals,

00:25:19 What sacrifices are you willing to make and which ones are you're not willing to make? That's gonna inform.

00:25:24 Ah, lot of what is possible for you and a lot of what you'll achieve. If your goal is worth it,

00:25:28 you're willing to sacrifice. That's kind of the bottom line. All right now, there was a couple other things in my personal that really did help my goal of granite business.

00:25:38 One of them was failing 100 times. Like I said, so good. Neither one was working out consistently.

00:25:42 I always find that when I work out, I just feel better about myself. I'm more confident I'm stronger,

00:25:46 have more energy, all these good things. So that part of me being a really personal thing actually really help my business?

00:25:53 I talk about cycle singing, too. So if you're interested in learning more about this, listen to the last episode.

00:25:57 But that really helped me understand different times of the month, how my hormones change and how I construction my business to better support that I don't have it all figured out.

00:26:06 Guys, I'm still like just learning this, but I did make some tweaks that really did help my business.

00:26:11 The last thing I did was a lot of personal growth conferences, therapists, coaches, all of eggs and really I found that that's so helped my mindset.

00:26:19 That's the big thing habits and then help me able to better serve my clients, too. All of these things failing,

00:26:25 being consistent with my exercising, understanding my own, how my body felt and how it could adapt to that and growing myself.

00:26:31 This totally impact on my ability to show up and serve my clients and allowed me to keep working on my goal and have the energy and really just be the best meat.

00:26:40 All right, let's talk about what didn't work well. One of the big things is that I didn't hit my goal.

00:26:46 That didn't happen. I will say this, though. There's really two lessons of them, this one of them.

00:26:53 And you know, I've said this before and I'll say it a 1,000,000 times again. I really believe that gold's not about what you achieved,

00:26:58 but they're about who you become in the process. And there's a lot to be said for consistently showing up and persisting even when you're not getting the rewards or the achievement.

00:27:08 And I think that that really speaks to the value of a goal that's really meaningful, is when you still show up even though you don't have the reward,

00:27:14 and that means that you there's something about the process that you fall in love with, and for me,

00:27:18 I can't even express enough how much I have really spent time this year focusing on what is fun for me and what is exciting.

00:27:25 And there are days, full disclosure where I do not do that and I get caught up in my two DUIs and the must use.

00:27:31 And frankly, there's a lot of things in a business that I still have to do. Is this cell open your,

00:27:35 you know, bookkeeping? Hello, But the more and more than a focus on and ask myself, what can I get excited about today and what feels fun for me that is still magic,

00:27:44 and that's the stuff that keeps me going. That's what keeps me doing this, even though I haven't hit my goal yet,

00:27:49 and that's what allows me to. And I know we'll keep me going is the fact that I just love the process of getting there.

00:27:55 I really believe that you can't just wait until you had a goal to celebrate, or you can't just assume that you're gonna feel better when you,

00:28:01 you know, hit a certain goal weight or you have certain amount of money in the bank or you have a certain title.

00:28:05 That's that's not how it works. That's not how humans are built. You have to love the process along the way.

00:28:11 Whether you hit your goal or not, you have to be evolving. You have to have purpose and what you're doing.

00:28:16 Otherwise you need to have the willpower of, like Ai Gary Vaynerchuk and I mean, there's only one of him.

00:28:20 So and you don't know who I'm talking about, then he's a magical unicorn who can work like 20 hours a day,

00:28:25 apparently for ever. Never, never. But most of us can't, and that's why I have to say that if you didn't hit your goal,

00:28:30 by the way, go back and listen to the last episode all about. If you don't hit your goal now,

00:28:34 what for more on this? But I certainly had to say there's always lessons in there, and one for me for sure has Bean to even more for next year to focus on the things that are fun for me and to keep enjoying it,

00:28:44 because if I'm not enjoying it, I am going to give up. But if I'm a loving it,

00:28:48 there's no reason for me to ever give up on this goal. And that is my intention to keep having fun,

00:28:51 to keep loving what I'm doing because of what the heck is the point. Something else that didn't work this year was trying to build a business without child care without consistent child care.

00:29:02 And I know we talked about this in the last episode around personal, and I literally goodbye talk about this all day.

00:29:08 But really, it was very hard, and I didn't understand there were some gifts in this for sure.

00:29:13 Spending time in Sonoma learning to focus Huge, huge, you'd guess. But I certainly didn't understand how hard it was gonna be to try and work like all the time.

00:29:22 I literally was. Either parenting or I was trying to run a business in the little scraps of time that I had,

00:29:27 or I was flat out exhausted. I also told myself a lot made you can make this, but I told myself that I was too busy to get child care.

00:29:34 It was gonna take time to figure it out, and I needed to go through the list and make spread cheesing,

00:29:39 make the phone calls, and I kept telling myself that I didn't have time to do that. But the reality is that I was too busy because I didn't have child care.

00:29:48 What I learned is this that sometimes we have to make things a little harder. Maybe you have to even make them suck.

00:29:54 We have to work harder before it gets better. I think this also relates, for example, to outsourcing.

00:30:00 You know, it's easier to just do things ourselves sometimes. And this isn't our business. And heck is,

00:30:04 even with our kids, is easier for us to just tie their shoes and to teach them how to do it.

00:30:07 Or it's easier for us to clean up and actually do it right rather than let her husband's doing. Then we try and fix that whatever they tried to glean verse.

00:30:15 But the thing is that we sometimes make that harder on ourselves in the long term. I really believe a lot of times people ask me about,

00:30:22 you know, short term versus long term goals, and do you need both. I think that having a long term vision is really,

00:30:27 really powerful and long term goals support that. That's awesome, because if that helps you understand and helps make decisions for the long term.

00:30:35 So often the things that are delightful in the short term are not always best for us. In our long term are not consistent with who we want to be in the future and not what our vision is for our life.

00:30:45 And so sometimes we do have to make short term sacrifices for long term gains. I mean, you've all heard it short term pain for long term gain,

00:30:51 right? I realize that, Yes, I was quote too busy to find timers find child care. But I was also too busy because I didn't have childcare is the same thing with outsourcing.

00:31:00 I was too busy to do the research and do the hiring and train. Somebody is easier to do it myself.

00:31:05 But the fact is that that I was the bottleneck and so we cannot grow. We cannot expand past our current vision for a life or possible.

00:31:12 Our current reality is if we don't change our thinking and if we don't sometimes in the short term, work a little harder.

00:31:17 Half things suck. Maybe take a little more time. When I know it's hard, I know it.

00:31:21 I know I used to success for a long time, but it's really important that you know what your long term vision is and that you sometimes diving and do the harder things so that you get the child care.

00:31:30 Once I put my mind to it. Once I said, Okay, I'm spending the next week. I'm pulling everything off my counter.

00:31:34 I'm just gonna find child care. I had it sorted out that week, and I almost started in part time care within the month,

00:31:40 so I wish I had just done that a little bit sooner. Something else that didn't work well. I started the year with the intention of creating a course around goal setting,

00:31:50 and I did not finish that. I even invested. I took Amy Porter Fields Digital Course Academy, which,

00:31:55 by the way, is an amazing course, and I still use it in so many ways today. Love Amy Porterfield so fantastic.

00:32:01 I took the course, I got it started. I even had a great partnership with one of my design friends.

00:32:06 And you know what? I ended up pivoting and deciding to do Goalden Girls community instead. So I want to share that because I think that it's so easy to get attached to a certain goal or an outcome.

00:32:18 And I also think it's okay. And sometimes we have to persist to the hard times. And also sometimes it's okay to pivot and change and for things to look different.

00:32:26 So I wanted to share that because yes, what my year looked like is different, and I didn't take that particular box.

00:32:32 I did something different, and that's okay. And I still learned a lot, and I'm sure in the coming year that none that work is gonna go to waste.

00:32:39 I'll either make it happen in 2020 or in 2021. We'll see how things shake down. But I did not finish my goal,

00:32:46 and that was very conscious, and that's okay, Do so. I just hope that gives you permission in the future to reevaluate and figure out what works for you.

00:32:54 Something else that I still struggled with this year is getting distracted. I am totally multi, passionate, and I get excited easily,

00:33:01 and I was just talking about has been about this last night I started creating our Goalden Girls planner in Journal and did not finishing it.

00:33:07 There were some affiliate that were a little distracting for me this year, you know, somewhere really successful.

00:33:11 And some are great, but some are not, and I just still, even though I was more focused than ever,

00:33:16 there was still a little bit of a pole for me in different directions. And I'll talk about but I think a lot of that's related to some people pleasing and also just the fact that I get excited.

00:33:24 So my lesson from this is that it's okay to play around a little bit and try different things, But I think I'm gonna be more intentional about in the future.

00:33:32 No, I will be more intentional. I'm gonna give myself a window and say, OK, if this is something I want to try,

00:33:37 then I'm gonna dedicate you know, this one day this month or it was one hour this one afternoon,

00:33:42 whatever that looks like to play around with this, but no more than that. And I think just reevaluate even after a month or two and say OK,

00:33:48 is this the right distraction? Does it still make sense? Or should I hit pause on this? That something Definitely.

00:33:52 I know, I know I'm not the only one that struggles with this. So that's I guess where I'm where I'm gonna be supporting myself is refocusing and really evaluating and saying,

00:34:01 Hey, which one's actually worked with Jones didn't and giving myself permission to play, but only within a certain box of like,

00:34:06 Okay, this is not the amount of time otherwise there at the time I'm gonna stay committed to what I said is most important.

00:34:11 Because when I say yes to all these distractions, when I say as to these things, there's always a no,

00:34:16 there was a no to my course. There was a no to more podcasts episodes. There was a no to a few other things that probably inevitably were more important,

00:34:24 But I got distracted. That's just the truth. So I hope that reminds you too. Manager distractions.

00:34:32 Okay, I know what this next one is gonna resonate for some of you guys to one of the things that didn't work was my thinking that more time was gonna fix my problem.

00:34:41 I thought that soon as I got child care, everything was going to get better than I would magically have all this time.

00:34:47 And I would be, you know, doing my consistent exercising and going to some spa days and doing multiple podcasts.

00:34:54 And my business was on the explode. Now we talk about this in Episode seven and eight on time management.

00:34:59 If you haven't yet go back and listen to those because they are really good. If I say so myself,

00:35:03 getting childcare and having more time actually meant that I had more time and more opportunity for distractions. I really thought that it was going to help me move the needle and it didn't.

00:35:13 In fact, not having child care maybe focus on figuring out exactly what was actually move the needle, because I only had so much time.

00:35:20 I know the same thing is true for you. We all think you know. And sometimes I ask people like,

00:35:24 What can I do to help you? What do you need that I can't just give me more time in the day and I know this and I can say this with full enthusiasm more time will not solve your problem.

00:35:33 You need to first go back and listen. Episode seven to ask yourself the questions around your capacity your goal.

00:35:38 What, You're willing to dio answer those questions honestly for yourself and then look at the mind set pieces.

00:35:44 You know, for me, it was people pleasing. It was the business. It was all these things that didn't matter whether had 40 hours a day and I know it did need to sleep.

00:35:50 I would steal jam packed my time. So I want to just remind you of this too More time will not solve your problem.

00:35:56 You've got a first, ask yourself some questions before you try and tie manage anything and you also have to evaluate and look at what minds that are serving you and which ones are not what you need to change so that you can actually prioritize what is most important to you.

00:36:10 The last thing that I didn't do as well as I think I could have outsourcing I mean, I said it was a good thing.

00:36:17 I'm so glad I did it, but I definitely could have done more. I still try and do a lot of things,

00:36:21 and it just tracks from the things that only I can do, which is create amazing content, which is coached.

00:36:26 My clients, which is record the podcast, is something that was really new to me this year, and I definitely it was a bit of a learning curve,

00:36:33 figuring out that in a lot of ways I'm the bottleneck in my business now, which is kind of a cool thing.

00:36:37 But I I know I can still get better this because there's more things I want outsource. If you are someone who's looking to outsource in your business,

00:36:44 okay, I'm gonna drop some links below in the show notes. Katya is internship program that I use and it was really awesome.

00:36:49 I highly recommend it. They're also to virtual assistance that I can wholeheartedly recommend to you if you have an online business or I think you do off.

00:36:56 Some are offline stuff to Actually, 1st 1 is Ashley K Virtual Assistant Service is a K V A.

00:37:01 She is one of my dear, dear friends and worked to some of the top industry leaders. I can't say enough good things about this woman.

00:37:07 She really is helping run multi multi \$1,000,000 businesses that are all really successful. So she's a great person to have on your team.

00:37:14 The other one is ASHA Harrison, and she is somebody that worked with me in my business is here,

00:37:18 and I just love her. She is adaptable. She will make stuff happen. I miss her every day.

00:37:23 I gotta have her back in and helping me with the team. But she truly is such a gift.

00:37:28 So I'm gonna drop the links for both of them below two. I am so confident that if you want outside,

00:37:32 if you want to get back into your zone of genius, the things that only you can do get some more help.

00:37:37 That's definitely something that I will be doing more of in 2020 right here. Some things that I am still working on and these are a little bit mindset related that 1st 1 is getting over people pleasing and the guilt I gotta tell you,

00:37:50 man, having a business it and when, especially when it's something so personal, I really struggle with it.

00:37:55 I struggle with being to sail Z. I also don't want to offend people with what I share, and that sucks because I have some good stuff that I'm hopping from.

00:38:05 You guys like some really good content that I know can help people. But I'm worried about, you know,

00:38:09 offending a few people are making some real upset. And it's something I really have to get over. I think I have come a long way in this,

00:38:16 but there's still room to go. It is my job, and I recognize this is my job to provoke you into make you think about things differently than you do before.

00:38:24 Otherwise. What happened I doing here? So this is something that I am working with my coach on.

00:38:28 I'm gonna continue to do this to keep diving and figure out what this is about and overcoming this and just keep getting better.

00:38:36 As I'm even speaking this out loud, I'm like, maybe I need to set a goal to piss a certain number of people off next year.

00:38:41 That might be what I d'oh because truthfully, I think I'm still playing it too safe. I think my desire to be like and to be the good girl on the nice girl is getting in the way of my ability to actually serve people and show up for people and really,

00:38:54 really help people break out of the thinking that there has gotten them stuck. All right, now I've said that out loud.

00:39:00 I probably have to make that as a goal. The other thing that I am still working on its figure out exactly what the right activities in my business are.

00:39:07 This is definitely a work in progress. I got better at it, ironically, when I had no time and I just had to do only the essentials.

00:39:13 Episode 10 If there's something that you're looking at two in your business, if you've got a business. Episode 10 with business coach Lindy Johnson is really great because she helps us figure out exactly what the revenue generating activities are.

00:39:23 You better believe after my next launch here, I'm gonna take a look and really understand what are the things in my business that actually helped and one of the things that did it.

00:39:31 I've definitely done better, but I know there's still room to grow on this for sure. If I had to share my biggest lessons related to my goal for this year,

00:39:41 the 1st 1 is that everything is a chance to learn and have it be my coach. Obviously, I believe in coaching you guys.

00:39:47 I'm a coach. I hire coaches. I love coaching, but every challenge, every experience you're going through is actually an opportunity for that to be your coach,

00:39:56 too. So I talked about this on the episode with family. How you know when you're feeling triggered by family or really anybody that could be your coach When you're struggling with a goal when you're being challenged,

00:40:06 when you've hit the obstacle for the 10th time, you can ask yourself, What am I learning? What is this teaching me?

00:40:12 If this struggle was my coach, what is it here to teach me? What is it here to show me?

00:40:16 How my meant to show up in this moment. That has been a really interesting thing, because so often I think we make the moment wrong or whatever.

00:40:24 However we fail, however, we things don't go as we expect them. We, we make it wrong.

00:40:27 We make ourselves wrong, we make it harder and we push against it. But really there's a chance to lean into it.

00:40:33 It's something that I've learned this year and I'm still learning for sure. But when I struggle, I think what I meant to learn here.

00:40:39 What am I learning? What is teaching me? If this choice if you know not having enough money was my coach?

00:40:44 If not having enough time was my coach, if this failure was my coach, what is it here to show me?

00:40:49 And with that, you can reframe any kind of sat back any kind of quote failure or disappointment to be your coach and,

00:40:56 you know, bonus is free, Another lesson. And I'm not gonna drill this too hard, because I know I say this a lot,

00:41:01 but focus really works. And for me, in this season of my life, of my business, of my goals,

00:41:08 it is essential. I remember the days when I could have multiple goals. That's not where I'm I'm right now.

00:41:13 So for me having one goal and I know for many of you guys listening, you're already overwhelmed. You're already trying to do all the things.

00:41:19 The answer is actually to do less. So I highly recommend when you look at 2021 whenever you're listening to this,

00:41:25 you look at the next three months, six months, six years focus on the one thing that's really gonna make a difference and make progress on that.

00:41:33 There's one more thing I want to squeeze in here, and I actually forgot to say this is a personal But if I had to say it on the last episode and I actually think it ties really beautifully two goals there's a personal one,

00:41:43 but here we go. This year I decided partly through the year to stop weighing myself, and this was really babe because for so long,

00:41:51 I have put much weight myself almost every day. And I kept telling myself it was to keep things on track.

00:41:58 And yet the truth is, that's not what it was. What happened is that the scale really became a conduit for some self hate and self doubt and self deprecation that was covered up by my logical and Raj ical mind telling me that I needed to have a marker.

00:42:14 I need to have a measurable goal. I needed to keep track, Otherwise I was gonna fall off the rails,

00:42:20 and the truth is that giving up the scale hasn't made me feel so much better pretty much every morning.

00:42:26 I would step on the scale and he would either set my day off to be positive of numbers lighter or to be negative if the number was heavier than I wanted to be.

00:42:34 And that's just is the wrong way to set up anything. Anything you want to feel good has got to come from the inside that cannot come from an external factor.

00:42:45 So he was right learned. And here's, you know, still a journey on this. And I want to share this with you because any goal,

00:42:52 by the way, this is one of the reasons I believe that you don't always in immeasurable goal. If any gold,

00:42:57 any measurement, any marker is making you unhappy and is actually leaning you into your self criticism and making you come up with things and say things that are hateful to yourself or doubting yourself.

00:43:08 The first step is to pause and stop that. Okay, that is the first step. I also want to acknowledge and say that that is not your last step.

00:43:17 There is still growth for you, remember? What is this trying to teach me? What is this?

00:43:21 If you were to use that as the coach, which is what I did. I recognize that the next level for me is to fold,

00:43:27 and the first step is to create more self love for who I already am and have that be about me and that feeling that only I can create,

00:43:36 like a scale cannot give me that feeling on. Alpha cannot give me that number in a bank account,

00:43:40 cannot give me that or take that away from me. That's got to be loved for who I already am.

00:43:45 The second piece here and my my learning My growth toe where I'm going here is to detach from the number on the scale and to love no matter what that says.

00:43:53 And that is the next evolution of growth for me. So here's the twofold lesson for you. The 1st 1 is that if your goal is a conduit for self criticism or self doubt,

00:44:04 you need to stop. You do not need measurements. What matters is how you feel. And in fact,

00:44:09 I want us to not put our self worth and our self love and not attach that to that measurement or a title or what,

00:44:16 however, that goal is. And instead we actually to build that love inside of us, build the confidence,

00:44:22 heal the hurt that's happening. That's really what's happening. There's hurt, there's trauma, there's pain inside and self deprecation.

00:44:28 We need to heal that in order for us to actually move forward. And my goal, hopefully for next year is to be able to step on a scale and thio love myself.

00:44:38 No matter what that number says. That is the next evolution and same thing for you that you can love yourself and know that you are worthy,

00:44:44 regardless of how much money's in your account, what title you hold, how many books you sold or any other outside external factor.

00:44:51 What matters is, well, how you feel on the inside. All right, here's a little bit about what's ahead for me in 2020.

00:44:58 Well, I'm definitely gonna continue to fail so fun, and I absolutely loved it. I'm gonna keep leaning into feeling how I want to feel.

00:45:04 I love speaking, so I'm gonna keep doing that. I want to feel inspired and excited and empowered,

00:45:09 and I think those things. If I can ask myself every single day. What can I do today to feel inspired her to feel excited or feel empowered and do that that's going to continue for to make 2020 an incredible year.

00:45:20 Keep focusing one goal, Not gonna make it to fancy. And I know I come by the way I've said the word gold a couple times I go,

00:45:25 I'd love to be able to step on the scale without being a negative thing. And I, you know,

00:45:29 go the golden fail more. But it's all gonna be within the conduit of of one goal and one thing that I'm really focusing on growing,

00:45:36 I'm gonna continue to be consistent. Consistency matters and just keep growing What I've already created instead of always trying to doom or trying to do different,

00:45:43 I'm gonna focus on this podcast and on the community Goalden Girls community because that is what I wear. I believe that I've really create some magic.

00:45:50 And it's just a matter of me actually putting more love and attention into it and showing up for you guys that is going to help,

00:45:56 not just throwing gave the well and hoping that something, anything Please Please, please will stick I know that that's not the strategy for me.

00:46:04 Personally. I'm definitely building in more downtime if you're somebody who tends to overwork or especially for entrepreneurs, But some holidays on account of my friends,

00:46:12 We already just planned our first holiday in January. I'm so excited. I got some time off plan in March and I'm gonna sit down with my husband over the next few days and map out when we're actually take downtime because I suck at that.

00:46:22 Frankly, I just suck set with my business goal. Specifically, I'm gonna do more hiring out there,

00:46:27 saying we keep building on the success of this year. So the podcast in the community, I may or may not,

00:46:33 I'm not sure yet. I may launch one new product, but we'll see. I'm gonna keep my eyes open and conversations and ears open with you guys to hear what you need and how I can help you.

00:46:42 So if you have ideas on what you love a retreat or a planner or live events or whatever you want,

00:46:47 dear me, let me know your thoughts and maybe who knows what will come but no commitments. Now I'm gonna leave things really open.

00:46:53 Here's one more thing I want to share with you. And it is this realization that what got me here won't get me there.

00:47:01 I talked about this in the personal episode, and I talked about this with respect to me, showing up in the gym and how,

00:47:08 after, you know, 10 years ago I was in a car accident, how the courage it took to get back into shape,

00:47:12 then when the skills that I took in, the mindset for that is so different than now. But I'm gonna share this little bit with real estate.

00:47:17 So for those guys that don't know, my husband and I started because I was about seven years ago,

00:47:22 with or eight years ago with one real estate investment property, and we've now been able to scale to nine units.

00:47:29 It's pretty cool. What I've learned though, this year is that to get above this, we really do have to think differently and change our entire mindset around that.

00:47:38 And I'm not just saying that, like, in a philosophical way, but we literally now we're looking at multi family properties and we have to start looking at them,

00:47:46 as in we're buying a business, and that's a completely different shift from what we did when we were buying single family properties when he only had one or two properties at a time.

00:47:54 So this has required lots of things, you know, learning about commercial financing and commercial inspections. And there's trust me.

00:48:00 There's a ton of learning there that I won't bore you on, but also changing our minds. That around debt to this point in our lives have been pretty aggressive,

00:48:07 all paying off debt, and that's paid off in a lot of ways. It's been able to give us a lot of financial security and scale to nine rental units and have,

00:48:15 ah, really small mortgage, even though we live in one of the most expensive cities in the world.

00:48:19 But I know that if we continue with this like, debt equals bad mindset for us right now and I want to be really clear here.

00:48:25 This is for us where we are with our goals and our vision for a future and with the current foundation that we built.

00:48:31 If we keep thinking that debt equals bad, it's gonna limit how much we can grow because we will take us forever to ever get more properties.

00:48:39 This is a very personal choice, something that we're learning to be comfortable with and borrowing money to make more money.

00:48:45 It is a total reframing. Our thinking is a different strategy. It's a different way of showing up.

00:48:49 It's a different way of looking at investments and who we're talking to and how. Er, how we're evaluating what properties you by.

00:48:56 But this is this is the truth. And I think wherever you are, whatever skills and mindset in strength you had that have gotten you to this point amazing.

00:49:06 Celebrate those Those are great and worthy. And I also want you to think about what you might have to look at and do differently to get to the next level for yourself in the next year and beyond.

00:49:16 Because what got you to this point? We'll not get you to where you wanna go. You fundamentally have to change who you are and how you want to get to the last thing that's gonna happen in 20 20.

00:49:25 I'm putting this out there in the world. I am going to travel more so I'm gonna be looking for speaking opportunities in cold places and probably doing some or meet ups with my Goalden Girls this year.

00:49:33 So that is a really fun thing that I'm excited about. That way I can incorporate more of something that I love with my goal.

00:49:39 And by the way, any times you could, you could do that. You can integrate those things back to the S,

00:49:43 do more of that. So there it is for you guys. There is the good, the bad,

00:49:49 the messy. My goal for this year was to grow my business to a \$1,000,000 business. I did grow my business,

00:49:55 and I did not hit the \$1,000,000 mark. And truthfully, I'm probably still a few years away from that.

00:50:00 But I'm really proud that I gotta start and I got a foundation. No matter what your goal is,

00:50:05 no matter whether you're an entrepreneur and artistic, creative and athlete, whatever that is, here's a view of the key things that I learned that I know can help you with your goal too.

00:50:14 First of all, I know how you want to feel and find ways to feel that way every single day along the way to your goal.

00:50:19 it will keep it going and keep you having fun whether or not you reach that goal in the time frame you wanted or ever.

00:50:25 Second focus. Okay. How many times can you say that in episode? I don't know, but I'm gonna see if I could go for a record.

00:50:30 Here. Focus, Focus, focus. Pick one thing that's really most important to you and do a great job of that.

00:50:35 Another really important thing. I want you to start before you're ready. You will never be ready for whatever it is for kids.

00:50:41 You're never ready for that to start a business to start. It launched a new product start before you're ready.

00:50:45 Just put it out there and create focus on progress over perfection. Persist. I gotta tell you right before I recorded this,

00:50:53 I read the words and I got I'm, like, getting get goose bumps here. Make it till you make it.

00:50:58 There is something so powerful about persisting you guys. And so often we think when I have, you know,

00:51:05 seven direct report, then I will show up as the leader I'm supposed to be. Or when I have 100 people reading my block 100,000 people reading my blood.

00:51:12 Then I'll be consistent about it. Or when I have a certain number of people watching my YouTube or whatever it is that you're doing,

00:51:18 then I will. And you cannot think that way. You've got to make it and be it now.

00:51:23 And that is how you make it. You make it till you make it. You have to be coming.

00:51:26 And that is how today being the person you want to be is going to get you to where you want to be later on.

00:51:32 So I just thought that was such a great reminder for myself, you know, making this podcast. I wish that I had a 1,000,000 people listening every time.

00:51:38 That would be so cool. But you know what? Just one person, that's all that matters and you matter to me and I'm here and I'm making it till I make it.

00:51:45 And even if I don't, I'm still gonna make it. So I hope that that's a great lesson for you,

00:51:50 too, and a reminder that no matter what it is just one person you have to keep showing you up.

00:51:53 You have to keep being creative and doing and being the type person that gets what you want. That's the only way that you will ever make it last.

00:52:03 Few little recap Things here. Mind that your minds that matters. What got you here won't get either really,

00:52:09 really think about how you can shift your mindset, shit, your perspective to get yourself to the next level.

00:52:15 Another thing. You don't do it alone. I certainly don't. You've heard about me getting help. You've heard about me.

00:52:19 Working with Coach is working with communities. It's honestly, it's just so isolating, trying to do it all alone and nobody successful does it.

00:52:27 So don't go alone. Find a community, find a way to not be alone in the journey of whatever you're goaleess.

00:52:34 Even I I've invested tens of thousands of dollars in coaches and I am a fully trained coach, and I still work with people,

00:52:42 so actually have a special invitation here for you. And if you love this kind of work, this personal growth and if you love goals,

00:52:48 which I'm guessing you do because hey, you're still listening to a podcast, I would love for you to join one of our Goalden Girls programs,

00:52:54 so this actually might be the worst pitch ever. But truthfully, I am not a hard sales person.

00:52:59 So I'm just gonna be honest and open and chat with you like you're my friend, because I just lied to me.

00:53:04 You are? This year I really wanted to create some programs to help you with starting your 2020 goals for Rush.

00:53:12 And I've got two programs available now, depending on when you are listening to this registration only opens a couple times a year.

00:53:18 So if you're listening in January 2020 Amazing. This is the only time that Goalden Girls mastermind will be open for the year.

00:53:24 We only do it once a year from January Tomei and that is it. Our community Goalden Girls community opens toys here.

00:53:32 So let me tell you just a little bit more. They are both for ambitious, smart women like you who want to achieve our goals.

00:53:39 And you know that you can't do it alone. You can find out about both on my website lisame.show.com And of course I'm gonna link in the show notes.

00:53:47 I wouldn't really quickly share a little bit about them so cold and girls community is a monthly program, and it is all about crushing your goals even when life gets in the way,

00:53:55 which it does, so that you can have the work life and you balance you want without having the overwhelm without having the confusion or trying to do hash tag.

00:54:03 All the things Goalden Girls Mastermind is designed to help you reach your next level of success and, frankly,

00:54:09 light a fire under your butt so you can get your goals in 2020 without the raging overwhelm or pulling your hair out or crying alone in your office or bathroom or,

00:54:18 frankly, anywhere. These are the two programs and Goalden Girls. Mastermind is very intimate and personal growth minded to help you achieve your goal so we use goals as a catalyst for your own growth.

00:54:29 So if you want to know more about Goalden Girls Mastermind, you could check out Lisa.me/show.com forward slash mastermind or lisa.michelle.com forward slash community for the community.

00:54:38 I have to say I'm very excited about both these programs because I've seen what it does for women and,

00:54:42 of course, on the website you'll see lots of stories. And I mean, actually, I have a podcast.

00:54:46 I share some of the amazing, inspiring stories from our community members as well. The two programs, they are unique.

00:54:52 I would say they're really designed with women like you in mind, but their unique in terms of their intensity and the level of commitment and the investment,

00:54:59 they started less than \$40 a month and then go up from there depending on what you're looking for and how much personal I support.

00:55:05 You know how many hours a month you've got, How many hours a week you've got to commit Whatever that looks like for you.

00:55:10 I know that it could be a little confusing because you know, those Goalden Girls podcasting, Goalden Girls community and Goalden Girls mastermind on the Goalden Girl and you're a Goalden Girl.

00:55:16 So to help you make it easier, I've actually created a quiz. And so I linked to it in the show notes.

00:55:22 But at least semi show dot com forward slash Goalden Girls quiz. You can take it. It takes like two minutes and the hoppy decide and understand which program is a better fit for you.

00:55:31 No, I am also I'm human and I love connecting. I love getting to know you guys. So if you are stuck,

00:55:36 if you are like I don't know, I'm not sure. Or if you just wanna hop on a chat and talk in the show notes all cradling there's a link there to book a call with me.

00:55:45 And I would love to find out a little bit more about what you're looking for. And like I said,

00:55:49 I'm not hard of sales person. So I'm not gonna be like pressuring you. And you have to give me your credit card.

00:55:54 By the time I got a phone or anything crazy like that, it's not my style. But I would love to hear about what you want in 2020.

00:55:59 What you want to create and how I could help you. What program would be a better fit for you?

00:56:03 I would love to help you make the right decision for you. That is super important to me. Like,

00:56:07 let me tell you, I don't have a business. I don't get to do this If you aren't happy.

00:56:11 If I don't really serve you and show up for you So that is really important to me that if you're genuinely have a question,

00:56:16 if you're not sure which one is a better fit for you, I'm a human. Let's hop on a call.

00:56:19 Let's chat. So hop into the show notes. And if you want to know more about Goalden Girls,

00:56:23 mastermind or community or figure out which is best for you, let's connect. And I would love to talk to you.

00:56:28 Okay, so that is my invitation. By the way, if you are listening in its past January of 2020 you can still visit the links and hop on the wait list so that you were the 1st 1 to know one registration opens again.

00:56:39 Whether you join or not, I will be here. Guys, I'm gonna be here on Goalden Girls podcast showing out for you.

00:56:44 And I'm gonna be sharing wisdom more personal stories and insights and have some incredible guess. I'm so excited Share with you guys to help you get your goals in 2020.

00:56:53 I want to say the most heartfelt and riel Thank you to you for listening for being such a special part of my ear.

00:57:01 I gotta tell you like you are simply the best. Whenever I see you guys tagging me on social or sending me messages about a conversation you had in the car because of you were listening to a podcast of a friend or family.

00:57:11 It lights up my whole day, so thank you. Keep showing up, keep eliciting. Keep showing up for your dreams and your goals.

00:57:17 And I really, really appreciate it. I hope to see so much more of you in 2020. Whether it is in our mastermind,

00:57:25 our community or right here on Goalden Girls Podcast, make 2020 Your best year ever. Thank you so much for listening.

00:57:35 If something spoke to you, send me a message by sharing this episode and tagging me on social media.

00:57:40 If you know someone who loved to hear this episode, please share it with them too. Because I love surprises.

00:57:45 Make sure you subscribe Goalden Girls podcast Today It's the only way to find out about bonus surprise episodes and make sure you don't miss a single beat on your golden journey.

00:57:55 Thanks again for listening. That will talk to you in the next episode of the Goalden Girls podcast.