

00:00:01 When I started my business, I was nervous as heck. I had spent years telling myself that I wasn't ready. I didn't know enough. I was waiting for the right idea and the right time to start it, but I was also excited and blissfully confident that people would automatically love me and throw money at me and I'd be a seven figure entrepreneur in no time. Little did I know I was about to embark on one of the most challenging life altering and incredible growth journeys of my life. Four years later,

00:00:29 I now realize I had no idea what I was doing and in some ways I still don't, but Holy crap guys, have I ever learned a lot? I can say this with confidence. Starting and growing a business is a lot like having a baby. It is the best personal growth and personal development experience ever. Maybe you're someone who hasn't yet started a business, but you've always wanted to. Maybe you want to get a solid financial foundation or financial freedom and you know that a business or personal brand can help you create multiple income streams.

00:00:58 Or perhaps maybe you're listening to this because you already have a business, maybe even forced to take it online because of coven 19 and you're looking to save a little bit of time by learning from my experience so that you can scale your business faster and make more money to serve more people. If any of that resonates, this episode is for you. Now, there are a lot of ways to make money online. There are a million different strategies, million different experts out there to help you. I'm not a business coach.

00:01:22 A none expert in this episode is not all about strategy, but I'll tell you this, I am the expert in what's worked for me and what hasn't and I also know that mindset and attitude have had a heck of a lot to do with it. Let me tell you, I've learned more than just a few things in the last four years of growing a business and I wanted to pull together some of my best tips, mistakes, and advice to help you get started and get going and scale up. Here's my promise to you.

00:01:45 I want you to take away two things from this episode. I want you to hear what's worked, what hasn't, what I wish I had known when I started so that you can save the time, the money, the frustration, the tears, and all the things, and I hope that this helps you make more money and gives you the freedom that you want in your life, whatever that means to you. I also want to open your eyes up to what it takes to be successful and for those of you who want financial freedom,

00:02:09 what it looks like in our life to create multiple revenue streams, Goalden Girl, these are the things I wish I knew four years ago. I know you love hearing about my mistakes, so feel free to take a moment now. Grab yourself a glass of wine. Pop the popcorn and listening. Trust me, it's going to be a good one. Welcome to the Goalden Girls podcast where we believe you can have it all. I'm your host Lisa Michelle, and I'm spilling tangible tips. Go getting strategies and real life stories to inspire you to tackle your biggest dreams.

00:02:40 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 self. Get confident and truly have it all. Goalden Girl, let's dive in. Hello Goalden girl. Thank you so much for joining for another episode of Goalden Girls podcast.

00:03:15 Can you believe it's already episode 21 this is all about what I wish I knew when I started my business four years ago and trust me, knowing these things are going to save you time, tears and make you more money. Before we dive in, I want to give a listener shadow because you guys as podcasts does not exist without you. And I seriously read and reread and just feel overjoyed with Asian every single review and comment and DM and everything that you sent me. So, um, I always take these from the reviews on Apple.

00:03:43 If you would love a shout out, which I would love to give it to you, make sure you hit pause and go review this podcast right now. So let me do a shout out now from Danielle from Canada. So Danielle says, Lisa is brilliant. I've already listened to a few of Lisa's episodes and I'm absolutely loving it. Lisa is such a brilliant business woman, especially when it comes to setting goals. The episodes are actionable and super helpful. I'm excited to hear more and follow along. Well,

00:04:07 thank you so much Danny living life and you guys, I know Danny and she is an incredible entrepreneur and let me tell you at some point I'm going to be having her on this episode. So Danny, thank you so much for listening. Thank you for the kind words. Um, I so respect you and appreciate you and love you and I'm gonna link to you below because everyone should know what you are doing with your business babes collective and trust me they will when I have you on the podcast. Okay,

00:04:29 so with everything going on the world, I wanted to tell you that I am recording this on April 22nd of 2020 and with everything going on, I almost completely forgot that my business is now four years old. I almost don't want to admit it on some level because I feel like I should be further ahead and I certainly thought I would be further ahead. I joked about it in the intro but I was also kind of serious. I really thought that people would just start throwing money at me and I'd be so far ahead and I'm not there.

00:04:59 I'm so guilty of comparing myself to other people too and I do a lot of self pep talking, trust me. But when I really reflect and when I tell my inner mean girl to shut it, I realized that I have come a long way in just four years. When I started, I had no idea what I was doing, like seriously, no idea. I didn't know Instagram or Facebook for business. I had no idea how to send out an invoice if you can believe it. Even though I have a degree in accounting and finance real talk there.

00:05:27 In the last four years I've pivoted. I've tried lots of things, I've quit some things, I've made mistakes and I've also had some really amazing successes. I also have to remember to give myself some grace and I'm on my own journey and so are you. In the last four years I also got pregnant and then had a miscarriage. I got pregnant again and with both of my pregnancies I was so exhausted and sick that I could hardly work. Then I had my amazing daughter Sonoma and I learned about real exhaustion and we have struggled to get childcare for over two years for basically her entire life.

00:06:01 We only have had small pockets of childcare in this time. I've not only started a business, but I become a mother and my husband became a father too. Our marriage has evolved. Our family has grown. We've been through natural disasters and family tragedies. We've purchased and sold seven different properties in our real estate business and put an offers on a whole lot more. As I've grown and expanded and evolved to so has my business, I think our businesses are a reflection of the journey that we're on too.

00:06:28 So while I'm not as far as I thought I'd be, let's be honest, Forbes hasn't called me to be on the cover yet, and I haven't even broken. The six figures are matched what I made in my corporate job yet, which are both things I honestly thought I would do right away. But that being said, I know I'm on my way. I've created a foundation, I've learned lessons, and I'm still here to talk about them. So in this episode in honor of four years, here's what I wish I knew when I started my business four years ago.

00:06:53 Man, I'm getting a little emotional sharing this, knowing these things. I hope they save you time and money and heartache and frustration. I hope they help you put your magic into the world in your business and your life. Here's what I'm sharing today. This is the little episode breakdown to tell you what we're talking about. So I'm gonna share with you guys the difference between the basics of a business and scaling an online business and the marketing and the service. And trust me, if I understood this would've made things a lot easier.

00:07:20 I'm going to share the biggest mistakes I made when starting and growing my business. I'm talking about the things I'm so glad I did because I really believe they've helped me be successful. I'll share with you the different ways that I now make money so you can understand cause I know a lot of people are curious and even my parents I think have no idea. I'll talk about some of the tools that I use in here, some of the things that helped me and break it down by the only two things that really matter with the business.

00:07:43 Any business, and I'll finish this off with what matters even more than strategy. So if you're somebody who hasn't started a business yet, stay tuned. If you're someone who wants some solid financial freedom or just a foundation and you want multiple income streams, let's talk about that. If you've been listening and you maybe you've been dreaming of being location independent or working from home or working anywhere in the world where you want to

build your personal brand or get creative and to make different ways of money, and maybe right now you finally have the time to do it.

00:08:13 This is it. This episode is for you. And if you're somebody who already has a business and you're listening because you've been forced to take your business online or you're looking to pivot, you want to hear from someone who's done that. Hopefully what I share is going to save you some time from my experience so that you can scale your business faster and make more money and put your amazingness, whatever your business is into this world. Now, like I said, that there's a ton of ways to make business online.

00:08:35 Some are great and some are not so great. There are countless experts and strategies and tips. This is not what I'm about. I am not a business coach and I'm not an online business expert. I'm not a social media guru and I'm certainly not going to pretend like I have it all figured out. I'll tell you this right now, my business is primarily conducted online and in my experience and the way that I build it and share what I know, this is not about getting rich quick or ever about doing sleazy things.

00:09:02 I'm here for the long run. While I don't have it all figured out, I am the expert in what has worked for me and I really believe that mindset attitude have a lot to do with it. I'm a big believer in building a business with integrity, with heart, with soul and one that truly serves people and lets your light shine in the way that you're meant to show up in this world. And some of you guys might get mad at this and I'm okay, I'm going to put this out there cause I think it needs to be said more.

00:09:27 I also love money because I know what it can do for me. I know what it can do for you and how can change your life and know how it can change the world when good people like you and like me have money. So we're talking about making money. I've learned a couple things. That's a lie. I've learned a lot of things. I'm going to try and like gather those episodes. It's not a three hour episode. Um, but so here's my favorite things that I want to share with you.

00:09:50 The top tips, mistakes and advice to get you started. I want you to learn from me. I want to help you save time, money, frustration, and make you more money. And I want to help you see what it takes to be successful. I'll give you some hint right here. At this point, I'm not printing money, but it is still pretty cool and if I've gotten this far, you can too. Before we go into all the nitty gritty's, my wish for you is this,

00:10:14 that you don't try and do all the things in this episode. I'll be honest, growing a business, any business, it takes time. Instead, I want you to get your wheels turning. If you're brand new to this, I want you to get your butt into gear and take one step. No matter how big or how small, if you already have an established business or following is probably where ways you can serve your people, your clients, your audience or community than you even realize. And if I can help you do that and make a little more money in a little easier than I've done my job,

00:10:45 but he wants you to start on just like one thing. Don't try and do everything. Take one lesson that I've shared that I shared today and implement that. If your business is taking longer than you hope like it is for me, I hope that this episode reminds you to keep going, keep learning and adapting to find a way Goalden Girl. Get that glass of wine ready. Get that popcorn and listen in because these are the things I wish I knew four years ago. So let's start with the thing I wish I'd understood most,

00:11:12 probably, maybe not most, but like a foundation that I did not get. And that is the difference between the basics of a business and the mechanics of scaling a business. So I didn't understand this and what I ended up doing is I tried to do everything at once. I tried to figure out what my basic service was. I tried to understand what was needed to make money, and then I also tried to scale it. So learn things about social media and funnels and tools and emails and simple courses in trip wires,

00:11:39 high ticket offers, memberships, et cetera, et cetera, et cetera. In case you're wondering, yes, I was overwhelmed. So let me break it down for you and I'm going to warn you, if you're looking for a business coach, episode number 10 Lindsey Johnson, amazing, great episode. Episode 10, go listen to that. I'm not a business coach, I'm not an expert. So this is my simple, break it down Lisa brain as what I'm going to start calling now. This is how I got a simple vibe.

00:12:02 Break it down in my Lisa brain so that you guys can understand this so that I can understand it. And there's a lot of detail coming up here, but I hope that I can explain this to you in a way that keeps it simple, breaks it down so you can understand it. So the basics of a business, there's a difference between the basics of your business and the mechanics of scaling it in terms of service and marketing. Let's talk about basics. This is just how you make money. Do you have a service,

00:12:24 a product or knowledge to share? Um, this is like what you need to know. This is where you need to get started. This might be oftentimes as one-on-one if this a service like mine for example, but this is what you need to know to get started. You need to know what is your service or your offer or product, what do you, what's your product, what do you give your clients and you need to know who's your customer and why do they need you and where are they now I'm not going to go into like all the details on crafting the perfect offer or your target market or ideal client.

00:12:56 There's a lot of other resources for that but I just want to break it down like that's how simple it is. You need something to sell and you need someone who's going to buy it and need to know why they would need it and where they are. And to have a business, you need to, if I have a way to make payment, you need a way to connect with them or deliver your service or product. And you should probably have a way to sign contracts and as an option if you're like

meeting with people and you should probably have a scheduler too because it makes things a little bit easier.

00:13:20 So this could be, I'm not going to get into all the products of like Shopify and Alibaba and all those things. Um, but if you're service based, for example, you're a coach like me, a copywriter, consultant, psychologist, personal trainer, it's this simple and in just a few hours, maybe you're a tutor, maybe you learn it. You can teach someone a language or music skill and just if you hours, you can have a business like this up and running a service business and making money.

00:13:45 So what you need, you need a way to accept payment. You can literally just take each transfers. I wish I'd understood all this. By the way, I tried to grade these complicated things and I didn't get this. One thing I will say about payments, have a separate account for your business to make your accounting easier. In the end you can set up a PayPal account or Stripe account. I use both of them, but you can just pick one and they literally take minutes to get started.

00:14:08 I use Stripe through Kajabi, which is the software that runs a good chunk of my business and I use PayPal for things like speaking engagements, affiliate payments, and coaching payments. So you need a way to take the money you waited to look, deliver it. So I'm going to talk here for a second about the service based businesses like mine. So you just need to see your clients like maybe it's zoom or Skype or FaceTime or Google Hangouts or Facebook messenger or just a phone call. There are so many ways,

00:14:31 or maybe it's mail service. Maybe you have a product and you need to mail it out, done for contracts. You know, you want to make sure that you're protected in your business. You want to be smart about this. I use a signing doc signing tool called sign. Now. You can also use hello sign, which is a bit more expensive and much prettier, but DocuSign works too. And like I said, I use sign now. So simple ways to make sure that you're really clear about your expectations with your clients and they're clear about what they're going to get from you too.

00:14:58 And here's the little optional thing. If you want to use a scheduling tool, I used to use Calendly and now use acuity, which has better functioning. It's only a few more dollars a month, but it's a way to avoid all those available at this time. Oh, those times don't work for me. When are you available? Oh, these times also don't work for me. All that back and forth, a scheduler makes it super easy. People can book time with me and we're done. So that's kind of like all you really,

00:15:21 really need. The last thing though, I would say, is to know where your clients are. Where do they spend time, both physically or online? Uh, I will say this websites man without SEO, it's really tough. I'm four years in and I still only get maybe a few hundred hits on my website a month. You don't need a fancy website, and I can say this till I'm blue in the face, but

trust me, you don't need a fancy website. They're not. Your clients are not searching the web looking for you.

00:15:47 As I learned the hard way, general social media posting can work sometimes, but it's a slow game and it's not always the most impactful. Listen to Goalden girls podcast, episode 10 where Lindsey breaks down some amazing suggestions. What you want to do is figure out where your people are. Where are the customers that need you pick a platform and do that one really well. Go old school. Ask for referrals, put up posters, get word of mouth. You know, literally reach out and ask people.

00:16:10 People most of the time aren't just gonna come right to you and give you their money. You've got to ask for the sale. Networking. It could be online or in person. Facebook groups and meetups can be really great. Just make sure you're following the rules of the groups that you're in. And remember that people just buy from people. Just be a human. So that's it. That's all it really takes to have a business. You need to have a clear product and service. You know how you're gonna deliver it to it,

00:16:30 and you gotta know who your customer is and what problems you help themselves. So literally, this could be helping with interior design. You could be entertaining someone's children right now. Let me tell you, I'd pay a lot of money for that right now. You do personal training, learn teaching languages. Like there's so many ways that you can make money. And those are the basics. You just need a product, a service, a way to deliver it, wait to make payment and make sure that you've got a contract or agreement to save you.

00:16:53 I save you. That's not what I mean. To protect you both. To manage your Timmy really clear on expectations and make contract. Sound so lovely, don't I? Okay, so here's, I didn't understand this. When I started, I thought I needed a website, a social media presence. I thought I needed publicity and courses, a ton of great reviews. I needed followers, opt-ins, funnels, nurture sequences, landing pages. I can't even get through that sentence without feeling exhausted. And some of you are like,

00:17:18 what is even all of that? And let me tell you a lot of people that build very successful businesses without any of that because you don't need it for a successful business. You just need customers that need what you have and to be able to solve a problem for them and to be able to have a way to take their money and deliver your product. That's it. So none of those things I just said hurt, but they don't make a business and I didn't understand that. I'll talk more about scaling things like group programs,

00:17:42 all my courses, memberships, all that, and email marketing, landing pages, funnels, social media, all that in a bit. But for now that's all you really need to know is that the basics are what matter. And I didn't even understand that really until fairly recently. So right now you are already ahead of where I started it and already ahead of me a few years into this

business. All right, let's get into some more juiciness, some mistakes. Here are some more things. I wish I had known my mistakes.

00:18:07 I wish that I had focused on what actually makes money and that sounds obvious. I know, but I didn't do it. And even now I still sometimes struggle to prioritize the revenue generating activities. I thought honestly I thought I would build a website and that people would come to me and I'd just be rolling in it so fast. I a lot of times did it. What was fun or I focused on some of the little perfectionism things that were distractions from the things that actually would move the needle because they were scary.

00:18:35 So I'd focus on like a ditch fixing my website or tweaking my website or posting on social media four times a day or um, trying to get great videos or tweaking an email for hours. Some I met, I think my first email that I sent out to my list took me like 10 hours and it didn't make me any money. So there were distractions because the scary thing is to actually put out proposals. His Gary thing is to hop on a call people. The scary thing is to reach out and say,

00:19:01 Hey, I noticed that you're, you've been talking about or seeing like you're interested in what I have. Do you want to talk more about it? That's a scary and the feel of rejection is real and I avoided it for a long time. Sometimes I still do. I also had this fear of doing things that I didn't know how to do or being worried that I wasn't good enough and so I either avoided it or I overcompensated over PR overproduced,

00:19:21 I guess you could say. I posted on social media all the time. I emailed him three times a week,

00:19:27 all the while not getting any and then eventually I still didn't get that many clients, so that was a big mistake,

00:19:34 is not focusing on what actually made me makes me money. Another thing that I wish I'd known was the idea of building myself another job instead of a business and really what I did in the beginning and still working on getting better at this,

00:19:47 but I built myself another job and not a business and I learned this really fast. When I got pregnant,

00:19:53 I was so sick both times, especially the second time around. I went on a trip to San Francisco,

00:19:59 which was preplanned before I got pregnant and I will tell you I slept on multiple benches in the city because I was just so exhausted and couldn't stay up like I couldn't stay awake on vacation.

00:20:10 So can you think, do you think I had any chance of doing that on my desk? Nope.

00:20:14 At that point I was committed to a few speaking engagements and I had a couple of clients, but that was it.

00:20:18 I couldn't take on anything more and it was pretty quickly that my revenue dried up. I wasn't generating any new business.

00:20:24 I didn't have any new leads after about the 20 week Mark of my pregnancy. So over halfway through I did start feeling better and I took on a few extra one-on-one clients and around my mastermind again.

00:20:34 But that was it. That was it for my revenue for about six to eight months because then I had Sonoma and I was so tired while I kept up with the odd client that I had in a little bit of my brand and some of the bookkeeping,

00:20:45 I couldn't do anything more. And this made me realize this, if I wasn't working, I wasn't making money and if my business depended on me working all the time,

00:20:54 all I did was build myself a job, not a business. Like I said, I'm still working on this and this is where I've definitely gotten more interested in building things that last,

00:21:03 billing, things that don't depend on me always showing up, that's scaling. So I do think it's important to not try and do this all at once.

00:21:12 I do think it's important to think about and first get a solid revenue stream first figure out like what do you do that actually helps people?

00:21:20 What's your product? What's your service? And then scale. But I was making the mistake of trying to do both and doing neither of them really that well.

00:21:28 So when I had Sonoma I really had to think about scaling and that's where I've gotten a lot better at this.

00:21:32 So I've talked about the basics and this is where I'll go back to kind of the biggest foundation that I didn't get,

00:21:38 which was the basics of a business and the mechanics of scaling. So the basics is you have something to offer you,

00:21:43 you get customers, they pay you, you deliver, it makes you money. And scaling is some of the things that I started doing later on that had been,

00:21:49 well let me say this, I started doing well later on. I started trying to do it all in the beginning,

00:21:53 but I really got better at it later on. This is group programs, masterminds, online courses, and this is where you're able to take the knowledge or your service that you're doing and impact more people.

00:22:03 Maybe you're hiring a team, you're leveraging email marketing and social media. I'm going to talk about this for just a few minutes and I know that some of this stuff can really scare people away,

00:22:11 so please don't let some Tate intimidate you. If anything, I want to share this to remind you that the basics,

00:22:17 you start there and then all the other things will come later. And maybe if you've already got the basics,

00:22:22 then this is what you need to hear. But please don't confuse needing all of these things to have a successful business.

00:22:29 Remember Goalden Girls podcast episode. I just have to say, Lindsey, she's just so wonderful. She has so much great advice,

00:22:34 which is why I keep shouting out that episode. So make sure after this you go back and listen to episode 10.

00:22:39 So to start scaling, what you want to do is basically connect with more people without you having to personally greet everyone.

00:22:47 Reach out to everyone, hop on calls to run without you having to do the work one on one with everyone.

00:22:52 So there's two parts of scaling. There's, and this is my, break it down brain. Um,

00:22:57 break it down, Lisa, right? I'm going to call it now it's marketing and sales and there's working in serving more customers.

00:23:03 So those are the two pieces of this marketing. Let's talk about that first. So the biggest thing that people are going to tell you when you're starting a business,

00:23:10 and I wouldn't say this is very helpful, if there's one thing that I would say to do, it would be to start an email list.

00:23:16 I haven't had the biggest success with it, but I also haven't really prioritized it and honestly I still have a list of between seven to 800 people and that's still pretty good and I'm glad that I have that.

00:23:27 Social media is awesome, but the truth is that if you ever have your account hacked, and let me tell you,

00:23:32 I've had friends with like 30,000 plus followers get hacked and their accounts held for ransom and you have no way to get that back.

00:23:39 No way. I've seen platforms change, algorithms change and they always are, which is why email is so great because can always still get in touch with people.

00:23:47 Again, instead of messaging all your customers individually or waiting them to walk into your store, it allows you to reach into them.

00:23:53 So how do I get all these people on my list? I started by just asking my friends and family and I think I got about 30 people on my list for there.

00:23:59 And then now I have freebies that I offer in exchange for email addresses. You may have seen me offer some of these on our past podcast episodes.

00:24:07 One of the mistakes that I made, let me tie this. When I first started, it took me over four months to get my first freebie done.

00:24:13 I worked for four months for free and it's really did nothing. It was a super complicated four part video series that I recorded,

00:24:20 edited, uh, scripted rerecorded, re edited, created workbooks for emails, a complicated technological connection, which is,

00:24:28 Oh my gosh, it was a nightmare. And I got zero sales and I'm not actually sure if I got any sales from that ever.

00:24:33 Maybe one. Now I do a lot more simple things. I do like a one page PDF or sometimes I'll do something that's a bit more complicated which is a quiz which I offered in the last couple episodes.

00:24:42 A big thing that's helped me with all of this by the way is Kajabi and I'll talk about that in a bit because tech can be a huge hindrance.

00:24:49 Hindrance to all of this because Javi has helped me. So basically if we're talking about marketing and scaling that you've got emails lists and I use convert kit to manage mine.

00:24:59 I started with MailChimp but I would personally avoid it because even though it's cheap, the emails don't go out to that many people and I found when I switched to convert kit I had way better deliverability right away.

00:25:10 And so if you're not completely hard up for cash, I would say invest into it right from the beginning.

00:25:15 If you are looking to get people on your list you have to have something to share to exchange. Cause,

00:25:20 let's be honest, our email addresses are just full of stuff. It's gonna be a coupon code, a PDF,

00:25:24 video free training, a spreadsheet, anything like that. And you'll want to have some sort of a landing page to just capture people's emails.

00:25:31 Or you can do this even by getting people to send you your email. I have done that before and I have spreadsheets of people's emails when I speak at events sometimes to get people to write down their email and then I have to go back and enter it all in.

00:25:41 But it's worth it because now we're friends forever or until they unsubscribe. You got the point. Um,

00:25:46 so I started with Unbounce for landing pages and now I use Kajabi cause again, super quick, easy.

00:25:52 Um, ideally when you're talking about scaling, this is where you can use a website. I considered using and learning WordPress,

00:25:59 but I also know people that have built multimillion dollar businesses on Squarespace. So I started on Squarespace and I figured,

00:26:05 and I still figure this, that I will build, build myself really easily on Squarespace. And when I hit the multimillion dollar Mark,

00:26:11 I will hire someone to do a fabulous WordPress site for me. So that's the goal. I know a lot of people have done rebrands.

00:26:18 Um, I've heard horror stories of people that start businesses and a year or two years later they ended up re figuring things out because trust me,

00:26:26 nothing will give you clarity like actually starting your business and working with people. And so people spent like \$50,000 or a hundred thousand dollars on a website only to then rebrand.

00:26:34 So I wouldn't suggest doing that. I think that anything to do with scaling, I couldn't talk about it without talking about social media is a great way to build a brand,

00:26:44 to connect to your customers, to get people on your email list and maybe to sell to them maybe.

00:26:49 And there's no way that I can sum up everything about social media, but let me just say this,

00:26:53 it is an incredible tool. You will want to use it. But remember, if it's not making you money,

00:26:58 it's not making you money. Don't let the vanity metrics of followers or likes or shares take away from the metric that matters,

00:27:05 which is revenue which comes from serving your people the way that they deserve to be served. Okay. Now let's talk about scaling in terms of serving people.

00:27:14 This works well in a couple of different situations. I've noticed if you already have some content, let's say for example you're a teacher.

00:27:20 Let's say you are yoga instructor, you've already got classes, maybe you've got um, a psychologist, you're a psychologist that has some content created where you teach personal finance or anything like that.

00:27:30 Something like that goes really easily. You can create things like um, eBooks or courses or memberships or group calls.

00:27:37 This also I think works in something very, very niche and also it's a lot easier if you have a big audience already.

00:27:44 This is where I made a mistake because building an audience takes a lot of time. For most people,

00:27:48 like 99% of people. This is not a get quick rich scheme. Many people, myself included, have been building all my businesses for years.

00:27:55 And it's still taking time to figure out, because I've also been building an audience and learning how to run a business and becoming an expert in my craft.

00:28:01 So trying to do all those things. You can see, you guys know I preach focus and this is why because I didn't focus and I tried to have you know,

00:28:09 ass all the things. I try to just wear it cause I never know if your kids around. So I know it makes me kind of lame,

00:28:13 but I really don't want to swear. Um, so that being said, there are people, there are people that can do this with very small audiences and that works if you're very targeted.

00:28:23 I have a relatively small email list that was even smaller four years ago and so is my social media following.

00:28:29 And I was still able to sell four spots and make a couple thousand dollars in my first mastermind. And every year it's grown.

00:28:33 So that gives you an idea that is possible with a small list. But don't expect me making like multiple six figures or seven figures right away if you don't have a following or if you don't have a community,

00:28:44 if you don't have a way to reach people. So what is scaling as far as service look like?

00:28:50 Well, this could be leading online class classes which are live or pre recorded. This could even be blogging,

00:28:55 podcasting videos, all serving one beat to Vinny, you a ebook or an actual book as an example.

00:29:02 Online training courses, masterminds, memberships. Um, I would say this too, you know, affiliate offerings are also where you can serve people and it doesn't necessarily have to be a lot.

00:29:10 You can do this with just one or two people that are family or friends. And as you grow your business,

00:29:15 this has a real potential to generate some good revenue for you. Exactly how you do this or how you should read people.

00:29:20 Really depends on who your people are, how they like to receive and learn who you are, how you teach best.

00:29:26 Um, but those are just some ideas. And what I got to say is when I started, I got this really confused.

00:29:32 I tried to do everything all at once. I tried to get the basics, tried to be a coach,

00:29:37 tried to be a speaker, tried to create a brand of reputation, hone my craft and scale great courses,

00:29:42 great masterminds, affiliates, um, all at the same time. And it, it didn't work. I will say this,

00:29:48 one thing I did do really well was CA did keep a symbol with my first mastermind, which I mentioned actually did pretty well considering I had a very small list at the time.

00:29:55 I kept things easy. I had a Google drive for three years in my mastermind. I had people paying me thousands of dollars to work with me and I gave them a Google drive.

00:30:04 So it doesn't have to be fancy. It doesn't have to be a fancy membership login page where people get a password,

00:30:09 although that makes it a lot easier now with platforms. Um, but that's all I needed and I needed to just connect with people and I use zoom for it.

00:30:17 So I kept that really basic. And I think that's been a big part of the reason why Goalden girls mastermind has been so successful and I'm still doing it.

00:30:23 Uh, four years later. Platforms today make this a lot easier. There's teachable, there's Thinkific and my favorite,

00:30:29 you guys know this already. If you know me, Kajabi, you've heard me talk about it, but seriously,

00:30:33 it is the best. Now Kajabi and host my mastermind host, my membership community gives everyone log-ins. They can easily upload or get there,

00:30:41 get new passwords. I don't have to manage that stuff. I can easily upload content like video and audio and workbooks.

00:30:48 It takes care of the payment, it tracks people's progress. I can email people and update them and also freaking cool.

00:30:54 I have to just say this because it's pretty unimaginable for me four years ago to think now. My clients actually have an app now.

00:30:59 So if you're in Goalden Girls mastermind and Goalden Girls community or any of my programs, you have an app,

00:31:04 you can literally access everything on your phone. You can watch and download anything on the go. And I get amazing feedback on that.

00:31:09 And I think it's just, it's really cool to get to this point and thanks to feel like I'm doing something right because I know my people love it.

00:31:16 So anyways, I just wanted to share that. Like I started really simple and I think now things are a lot easier with things like Kajabi.

00:31:23 Um, so anyways, there's, by the way, I gotta quickly say this, I am a Kajabi partner,

00:31:27 which means that if you use one of my links, I may get compensated for it. It doesn't cost you anything more.

00:31:33 It's just a little thank you to me for sharing what I'm sharing with you for free. So if you feel like giving Kajabi a try,

00:31:40 I have a link in the show notes for a free 20 day trial. If you go to their website without my link,

00:31:45 you only get 14 days with me, you're gonna get 20 days. So it's a whole month to try it out.

00:31:49 So anyways, I didn't even have that in the notes, but I feel like I need to tell you that because I'm running a business and if I'm going to talk about loving money and giving you permission to do the same,

00:31:58 well then I got to live by that too and do the same. So anyways, um, if you consider it using one of my links,

00:32:04 I really appreciate it and thank you so much because it helps me do what I do and serve you guys.

00:32:09 Okay. So I hope that so far this has been helpful. I know that was a lot. Maybe,

00:32:13 or maybe some of you guys are like, yeah, I already knew that, but I think it's important to make that difference.

00:32:18 The distinction between the basics of business and the difference of scaling it and both from a marketing and a service perspective.

00:32:25 I wish I'd known that and I wish I'd known not to do all the things. Okay, let's keep going with the mistakes that I made and things that I wish I'd known.

00:32:32 Here's a mistake I made. I did not know what was going on with my money for a long time and I still bounce in and out of it.

00:32:38 QuickBooks really helps me and I'll drop a link below. Um, I believe I actually have a promo code for QuickBooks.

00:32:43 I will find out, it'll be in the show notes. But um, this has been super helpful.

00:32:47 I will say from the beginning, but we outsourced almost right away our bookkeeping and our accounting, cause I tried to do it for about two months and it was a disaster in the last year and a bit.

00:32:57 We've actually taken it back because we didn't really know what was going on. We didn't have a lens on our business and honestly it was just becoming a giant mess cause we would just procrastinate everything,

00:33:06 not touch it. And then at the end of the year try and figure it all out and it was a mess.

00:33:10 So anyways, we've taken back the bookkeeping. To be clear, we had not taken back the accounting because even though I have a double major in accounting and finance,

00:33:18 I will never do the accounting again. I really think this is something to just outsource and do it well.

00:33:24 I have a great accountant shout out to fel. I'll put a link to fill in the, uh,

00:33:28 in the show notes to, um, when you have a good accountant, it really makes a big difference.

00:33:32 So I would say that I didn't add this in here, but I would say that's, uh, something I did right was getting an accountant from the beginning.

00:33:39 Um, yeah. Okay. Here's something else. I wish I had known that there is no overnight success.

00:33:46 I mean, can I just tell you guys the truth? I thought I was going to be the exception,

00:33:51 don't we? Although like do we all think we're going to be the exception? It looked to me,

00:33:55 and I know this now from life, but at the time I thought all these people have been coming out of nowhere.

00:34:02 You know, the, the sunny Lennar doozies, the Amy Porterfield's, the Rachel Hollis's, um, Brendon Burchard,

00:34:07 all these people, by the way, these are the gurus in my industry. I'm sure in your industry there are some similar ones too.

00:34:12 It looks like all these people come out of nowhere and they're overnight successes, but when you actually dig deep,

00:34:17 the truth is that most people have been doing their businesses for years. Statistics show that the average business takes two to five years to be profitable.

00:34:24 At least you know some online businesses can definitely be less because there's less overhead, but some businesses will take a lot longer.

00:34:32 I thought mine would be less, but it's taken me longer than I thought and I talked about all the reasons why I think in the beginning of this episode,

00:34:39 and I'm okay with that. It's hard. It's hard not to compare, but I have to remember that most people have taken,

00:34:45 been in their business for a long time. At this point, I've never pulled money out. I've reinvested everything and last year I finally broke even and this year I hope to do a little bit better than that.

00:34:56 Also, I've had a baby in while in my head I think, okay, I should be able to create a multiple six or seven figure business while being a full time mom.

00:35:03 I just don't think that's possible for me without having better support. And right now I don't. Your goal is going to take time.

00:35:11 Marie Forleo, who someone I respect in business, she's been in business for 20 years. So yeah,

00:35:16 it took her 20 years to get to a seven figure business. Elizabeth Gilbert, who is the author of eat,

00:35:20 pray, love it. She wrote for 10 years of four, she made a single dime on her books and took her 20 years of writing before she didn't need side jobs.

00:35:27 20 years. Okay, so basically expect another episode of this in 16 years when I tell you her role in it,

00:35:33 Rachel Hollis wrote, has written, she's now a number one New York times bestseller, but it wasn't until her sixth book that made the list.

00:35:39 So she wrote five books that were not New York times bestsellers. I really believe that success in any area,

00:35:45 especially growing a business, it takes time. And I think I did not give myself that, that grace,

00:35:51 that permission. I didn't understand this and now that you know it, I hope it allows you to give yourself faith and grace and permission to take the time it takes.

00:36:02 All right. I know I've kind of harped on this, but I have to say it. It's a mistake.

00:36:05 This is a mistake that I made trying to do all the things. I tried to create freebies, workshops,

00:36:10 YouTube journals, courses, you guys, I have so many ideas and some of the things I literally have like 80% or a hundred percent created that have never seen the light of day.

00:36:20 I also in the beginning joined doTERRA essential oils and I love their products and I really thought I could do great things and I had some initial success,

00:36:27 but I just don't have time to do all of the things and I've learned the hard, hard way.

00:36:32 That focus really makes a difference. When I didn't focus, I didn't make money and I worked all the time like there was nothing worse than that.

00:36:40 Working all the time and still not making money. I was simply trying to do too many things, trying to grow too many things.

00:36:46 Think about the people in your life that are successful. Most of them are successful because they focused on one thing.

00:36:52 And maybe you think about the people that are like, yeah, but they're a marathon runner and they've grown three successful businesses and they have a family and on the,

00:36:58 they're on this board, those people aren't 25 those people aren't even 35 Jessel's people are 45 or 55 or older.

00:37:06 It takes time. And if you look and break it down, most of the people did not do all those things at once.

00:37:10 Your life is a marathon, not a sprint. My goodness, I wish I had that tattooed on my forehead four years ago.

00:37:16 Since then, I've gotten a lot better. I definitely cheat once in a while because I'm not perfect and this something I have to get better at.

00:37:23 But this year I told myself I'm not going to create any new products besides Goalden girl planner and journal,

00:37:29 which will be coming at some point when we get childcare. I hope. Um, but here's the thing that I've learned.

00:37:35 If you're always trying to do new things, you never get to figure out what actually works and tweak it and scale up on that thing.

00:37:41 You're always just recreating, recreating, recreating, and it makes it very difficult to get success in any area and make money.

00:37:49 One of the other mistakes that I made is getting overwhelmed with technology. Like I said, my first freebie took me forever.

00:37:54 My first landing pages took me months to create and I had no idea how to integrate everything as much as you can.

00:38:02 If you're doing an online business at all, like me, get an all in one software because it will save your butt from having to figure out how to get one piece to talk to the other piece stuck the other piece because that's not why you're in business.

00:38:13 You're not in business to be your own IT department, although you will be, you're in business to make a difference.

00:38:17 So use technology to help make it easier for you and make that investment as instead of trying to do like I did in trying to like make all the things,

00:38:26 touch each other, talk to each other when they're not meant to. This goes back to another, another mistake which was not outsourcing fast enough.

00:38:34 Especially when I had Sonoma, I should have done this probably when I was pregnant. I thought that I had to make a certain amount of money before I started outsourcing,

00:38:42 but it also became my own bottleneck and I'm still a bottom line in my business and I'm working on fixing this.

00:38:48 I recognize that this is a gap for me. Here's the thing, I have incredible parents. My parents moved to Canada,

00:38:54 they're immigrants from Croatia and they worked their butts off. They worked so hard. You guys, they are like the classic immigrant work story and because of that I have an amazing work ethic.

00:39:05 I am super resourceful. I can figure anything out and I will work darn hard. But my strength is also a weakness because I try to do too many things myself and I work too hard.

00:39:16 Sometimes. I want to just give you like peel back some layers here. You might be surprised and to hear this,

00:39:22 but I am like, I'm sure that Troy and I were millionaires before we ever hired anyone to help clean our house.

00:39:29 Even as multi-millionaires, we usually clean our own house. There was some good things in being frugal for sure.

00:39:36 You know, we've been able to save up the money and invest in do good things, but there's also some bad things and I know in my business this hasn't served me.

00:39:43 I've been stuck in the weeds a lot more than I should be and I'm a work in progress. I will also say this I,

00:39:49 what I tried to do was learn everything first and then outsource it. But the problem is is that I tried to learn everything and then do it and then learn the next thing.

00:39:57 And I haven't actually been able to do anything like that. Well, but it was able to then free me up to be able to hire someone.

00:40:04 It's just, it didn't work. There's probably some times where this was a good thing. I think it probably comes down to the problem that I couldn't focus.

00:40:12 And so I tried to learn how to build an email list, how to create courses to learn podcasts,

00:40:18 to learn memberships and social media and YouTube and public relations. And while it's great to invest, and I'll talk about this more because Holy crap,

00:40:26 the amount of time it takes you to learn something and then execute it, you gotta, you gotta learn,

00:40:30 you gotta invest there. Um, but I really, I've become a bottleneck in my business and I'm working so hard and intentionally to remove myself.

00:40:37 Even if I was the expert in all of it, which I've basically been trying to make myself do that it is not possible for me to do all I want and need in my business and still do the things that I'm the best at like speaking and coaching and working the magic that I have with you guys.

00:40:52 So basically outsource, outsource, outsource. I've been growing my team and doing this for about eight months on and off.

00:41:01 And where I started, I want to share this cause I, I think I thought I had to hit a certain revenue number or have more clarity and honestly like the best thing I did was just start cause I learned so much and automatically just hiring made me level up and got me more accountable and got me more consistent.

00:41:17 I started with interns and is a program called Acadian and I'll link to a below. It is amazing.

00:41:23 So it links you with people that are looking for digital marketing internships. So very specific to digital marketing.

00:41:30 Um, basically how it works is you pay about \$300 for the internship to the platform and the interns work in your business for free up to 10 hours a week for three months.

00:41:39 Now this is not like having a virtual assistant. This is not like having a regular employee. This is definitely an internship.

00:41:44 I often train them, I give them courses to take, I mentor them and I really care about each and every one of my interns.

00:41:50 And I love them and I got to tell you guys, yes, there's an investment in me spending time with them,

00:41:56 maybe an hour a week, but then I get like nine to 10 hours of them helping me and each one has been amazing.

00:42:04 And I love hiring from that program about to hire another. So I truly think they're amazing. Um,

00:42:10 can't say enough good things about a KTM. And if you're interested as an entrepreneur, I have a link below in the show notes for you.

00:42:17 And if you're interested in as, as a student, make sure you check that out too. Cause I know a lot of people have started their businesses this way.

00:42:23 Maybe you want to be a virtual assistant or maybe you want to do social media or public relations. A great way to do this is to get an internship where you get free training,

00:42:31 you get to play in someone else's business, you get to make mistakes in someone else's business instead of your own.

00:42:36 I'm also have been hiring from my intern pool because they're amazing. They already know my business, so it's so great.

00:42:42 Um, so yeah, I just, I wanted to share that and talk about that. I also want to need to give a shout out.

00:42:48 So Acadian has been wonderful. Um, AKA Ashley KVA is one of my good dear friends and she runs an incredible virtual assistant business that works with top entrepreneurs all around the world.

00:42:58 She's awesome you guys. I'm a link to her below. And same thing with Ashley Harrison. She's worked in my business.

00:43:03 She's helping me with this podcast and she's so unbelievable. I'm so needed to give them both a shout out if you guys are looking for great support in your business.

00:43:10 I both the Ashley's how's that? Um, and it never hesitate to recommend either the Ashley's if you want to just get started guys,

00:43:17 try and intern and see how that goes. Obviously you want to like any hiring, do some screening,

00:43:22 but I've now had four and they've all been mind blowing incredible humans and I love them so much. So if you guys are listening,

00:43:28 you're one of my interns, you are amazing. Okay. Last thing I did, that's a mistake.

00:43:34 Um, and I wish I'd known this, that I was going to get in my own way. So many times I,

00:43:39 and I still do this, you know, I was scared to announce my plans to start a business.

00:43:42 I was scared. And I still am sometimes of inviting people to join something because I'm afraid of rejection.

00:43:49 I have learned so much about myself that I am afraid of not being liked. And sometimes I let my potential clients,

00:43:54 I'm better at this, but let me say this, but I've let people get stuck in their heads and their excuses saying they,

00:43:59 it's not the right time or they can't afford it. Instead of really encouraging them and challenge them and inviting them to step into who they're meant to be.

00:44:05 I've been stuck in perfectionism and excuses. Like, I don't have time. I procrastinate. I still do these things.

00:44:10 Sometimes I have to catch myself, but here's what I wish. I know that getting that I was going to get in my own way and that that will never go away.

00:44:19 So if you, I'm sharing this to say, if you still get in your own way, you're not alone and I don't think that I ever goes away.

00:44:24 I think we just get stronger and we get more resilient. We learn and we inspire ourselves. All right,

00:44:30 that's, that's a lot of mistakes, right? I told you guys, and that's probably just scratching the surface.

00:44:34 Now let's talk about some of the good things that I did. I continued and continue to invest in coaching.

00:44:41 The real product of my business is the transformation in the lives of the women that I'm impacting and for me that comes through me and my personal growth.

00:44:52 I by me, not just being a coach, but by being coached, I'm stronger. I'm more aware,

00:44:58 I'm more patient, grounded, brave, open, smart, everything and I'm never done growing and learning and I,

00:45:04 I then at it gives me so much more wisdom to share with my clients, my content, everything gets better because I'm working on myself.

00:45:11 I really believe that my clients appreciate this too because I know I'm doing the work. I am in the trenches with them.

00:45:16 I'm not just saying you need a coach, I'm perfect over here. Like, no, I'm figuring this out.

00:45:20 And I believe too, it's for me, one of my values is around having integrity and doing what I say I will do.

00:45:27 And so for me, like even if I, well I guess now you know this, but like even if only I know that I'm being coached because I believe in coaching,

00:45:33 that gives me the integrity to say to somebody, man, coaching can change your life because I know it's changed mine.

00:45:40 So along that same line, what of the things that I did really well and I know I would wholeheartedly continue to do this,

00:45:46 is to invest in my learning. And let me say this to this caveat. Maybe it doesn't have to be you.

00:45:51 Maybe be someone on your team. Let's get real here. Everything you want to learn is online right now for for re,

00:46:00 you knew that podcasts, YouTube books at the library, everything you want to learn is out there for free.

00:46:06 The problem is is that it can be super overwhelming and it's hard to know who to learn from, whose advice to take,

00:46:12 what to listen to and who not to. I've invested in learning from people who can shorten my timeline and prevent me from making mistakes.

00:46:19 I'll talk with you guys a little bit about some of my teachers, but I also want to mention this.

00:46:25 It can be easy to think, um, why would I pay for something if I can find it for free?

00:46:29 I'm going to tell you this also, if you're somebody who you're an expert and you know something, but you've maybe thought,

00:46:36 Oh, but I can never teach it. I can never teach us or I can have a charge for it because it's online for free.

00:46:40 Here is why I have spent thousands of dollars learning something that I can learn online for free and listen to me.

00:46:46 This is why someone else will pay you thousands of dollars to learn something that they can learn online for free or somewhere in the world.

00:46:53 This is why people will buy from you and will buy your course or your content or your membership or your,

00:46:57 your book. It is for these reasons. Number one too, and this is why you should do it.

00:47:02 Two ways you should be investing is to avoid the overwhelm. There is so much out there, often it's hard to know where to start.

00:47:08 Number two, for accuracy, when there's so much out there, it's hard to know what's correct on what's not,

00:47:13 what's out of date, what's who skeezy. It's hard to know. Number three, it's there to save you time because not me,

00:47:22 not you. We don't have time for sorting through all of the free crap out there. Number four,

00:47:28 I've invested and I've spent a ton of money learning from structure because I want to know what to do,

00:47:34 when to do it and in what order. That makes things a lot easier for me. Number five,

00:47:40 personality. You guys, we all want to learn from somebody we love, right? We all want to learn from someone that we laugh with or resonate with or that has the same similar story to us or totally different story.

00:47:51 I want to learn from people that I really trust. And so that's why I pay them money because I love them and never say get results.

00:47:58 Because when I pay, I pay attention. When you pay, you pay attention. Now this is one of the things,

00:48:04 I love this podcast, but sometimes it also makes me really sad because I think you're going to hear this and may or may not take something away from this.

00:48:11 So that's one of the reasons why I encourage you to invest. It doesn't have to be with me.

00:48:16 It could be with anybody and something you want to learn somewhere you want to grow. Because when you invest,

00:48:20 when you pay, you pay attention, you get some skin in the game. And that's, that works for me.

00:48:24 And I know it'll work for you too. So I just want to share a couple of courses that have helped me in my business that could help you too.

00:48:30 So Lindsey has a couple of different academies. Her irresistible entrepreneurs Academy is a great one that teaches you how to build a real business and she's had a ton of fabulous results in clients.

00:48:40 Remember she's Goalden Girls podcast, episode number 10, and they've linked to her below because she's amazing. I want to start calling her like our resident expert here cause she's so great.

00:48:49 Um, so the another course, and I've taken quite a few, so I'm just like talking about the best one.

00:48:53 So tribe, tribe, tribe, tribe is awesome. Tribe is how I learned to create a membership and grow it.

00:49:00 Now, tribe has only run once a year. It's run by Stu McLaren, who is an absolute girl.

00:49:04 And I'll talk about it more in a minute, but it's coming up really, really, really soon.

00:49:07 So I'll talk about it more in a second. Now, somebody else that I trust and love is Amy Porterfield and I'm taking her course digital course Academy.

00:49:14 And I've had friends take her list, builders lab, um, and absolutely love it. And she's someone that if you want to learn how to build an email list or course,

00:49:21 I would wholeheartedly recommend her because she's just wonderful. And I've gone to meet her in person now three times in the last a year.

00:49:27 And she's just awesome. She's brilliant. Good heart, good soul, good information. She's trustworthy. Lovey.

00:49:32 Amy, if you're listening. Um, all right. So here's something else. I'm so glad I did and this kinda ties to what I said I've been in the beginning,

00:49:40 I just bought myself a job and not a business. When I created something scalable, everything changed. And for me,

00:49:45 this was my membership and my membership is Goalden Girls community. Now why do I love it? Let me count the ways.

00:49:51 There are so many. I love the connection. I love, I truly love working with people and having a community has allowed me to work with more and that is such a gift.

00:50:01 Like I love them when we have conversations. When we hop on our mastermind calls, when we hop on our get S,

00:50:08 H I. T I'm so, ah, man, I pick, I'm so careful about the, sorry.

00:50:12 When we hop on any of our things, when they, they ask me questions in our lives. When we connect in our Facebook group,

00:50:17 you guys, I learned so much from them. It gives me idea for content. It gives me ideas on how I can serve them better.

00:50:22 Like I need to say this, I should be paying them full stop. They're amazing. So that's why I love it.

00:50:28 I love the recurring revenue. It gives me this incredible stability in my business and helps me get off the hamster wheel of always needing more clients,

00:50:34 which gives me less stress and more time actually doing the work that I love and serving them. I learned so much and I,

00:50:41 I'm, I truly just got, it started last year and then we're building it together. I take their feedback and it's so super helpful.

00:50:48 It's also scalable and I created it in a way that it's going to work when, when, even when we have a thousand and thousands of members,

00:50:54 which is totally my dream. So my mentor to do this, and I started this with a not a lot of time with a pretty small list or social media following.

00:51:03 Um, I'm interested in McLaren and he's hosting a workshop like this week and the week of April and end of April.

00:51:12 He only does it once a year. It's free information if you're curious on this, like no pressure guys.

00:51:16 But if you want to learn more, take his free training and a link to it below. I was worried that I didn't have enough people to follow me.

00:51:23 I was worried I'd always be on a hamster wheel. I didn't know what to include my membership. I didn't know,

00:51:27 um, what to do. But, uh, I'm an example of somebody who had a relatively small list and following and had over 20 paying members within a few days of opening registration.

00:51:37 Within less than a month. I tripled my investment in the course, which is pretty incredible for any investment.

00:51:42 Now I'm still learning. I'm still growing. A year later, there's been some ups, there's been some downs and figuring it out and,

00:51:47 but Stu counts me and like so many other success stories. Brandy is one of my fellow tribal alumni and she's actually created a six figure business in a year with a list of only 400 people and less than a thousand social media followers.

00:51:58 She has 250 members and she teaches people how to scale their businesses without growing their teams. So that's Brandy's just one example,

00:52:05 um, of somebody who's done a really amazing job and I totally respect what she's created and think it's amazing.

00:52:11 So it is possible. Stu has also worked with big names like Michael Hyatt, Jasmine star, Carrie green.

00:52:17 But honestly, I think hearing the stories of maybe people like me or like Brandy, um, I think it's just so great to hear that regular people continue to do.

00:52:25 We don't have to be famous. Um, Michael Kirkpatrick is an example, another tribal alumni. And one of my tribe friends,

00:52:31 he teaches other farmers how to create farms. Um, and Adelia was a teacher for 23 years and then now has a membership to help other second grade teacher.

00:52:39 So like I guess I'm, I wanted to share these stories because I think there's so many different ways of creating businesses and wanted to just give you some ideas.

00:52:46 And if you've ever thought about trying out a membership, I can't say enough good things about it. So check out Steve's free workshop series.

00:52:52 If you're listening to this after the window has already closed, just hop on the wait list anyways you guys cause you'll know you'll be the first to know for next year.

00:52:59 And trust me, it is the best training I've ever found. The tribe experience is called the tribe experience for a reason.

00:53:05 It is incredible. I learned so much as an entrepreneur, as a membership site owner, and just as,

00:53:10 as a human to see how Stu conducts his business and how he's team takes care of his people. Okay.

00:53:16 That's enough about that. Here is, some are things that I'm wish I'd known. Don't be afraid to pivot and always,

00:53:24 always, always back to what your customers want. And here's an example of me doing that, which was starting a podcast.

00:53:30 Now let me say this, first of all, I love the podcast and that's like the number one thing I get the biggest joy when you guys tell me that you love an episode,

00:53:37 when you share it on social media, when you leave a review, when you DME or when I meet you in person and you say,

00:53:41 Oh, I did this, tried this thing, it makes my whole weekend. I just want to weep right now.

00:53:46 It's also such a great way to share content. And I'm a speaker at a talker. Clearly you could tell.

00:53:51 So it's a great fit for me. It's a ton of fun having this platform to where I can feature people I love and I haven't done that as much about it as I want to,

00:53:58 but I will trust me. Now where I want to talk about this is the pivot. So I had a blog and when I started with my blog,

00:54:08 it did really well. And then it started to slow down. Last year in 2019 I was awarded one of Vancouver's top mom bloggers.

00:54:15 And unfortunately right around the same time, I had an epiphany that I needed to change my blog. What I did is I pulled my people,

00:54:21 people like you guys and you said you prefer to have a podcast over YouTube. So here we are.

00:54:26 So there's two things here. Number one, I adapted even though my ego was like, Oh, you were just voted a top blogger and now you're going to change.

00:54:32 Yep, I did. And number two, instead of trying to analyze what should I do, what's the best way to do it?

00:54:38 I just asked and I think that's a real one here. Um, and I gotta say this too about something like the podcast,

00:54:44 just like real quickly here, it's, I'm creating content that is always going to be available. And I use some of this in my Goalden Girls community program.

00:54:52 I use this when my clients are stuck. I direct them to when I meet people and they have a question that I know I can help them with,

00:54:57 I can send them through an episode. It's always getting more downloads. There's always so much more mileage to podcasts and there is a social media post,

00:55:03 so I just need to say this. I think YouTube is also very similar, but for me right now the podcast is perfect and I love you guys,

00:55:10 so thank you so much for listening. All right, what else has worked? Going back to basics,

00:55:15 having a really great product or service or both. I really believe in Goalden Girls community and Goalden girls mastermind.

00:55:21 I don't need to have a ton of courses and products out there. I just need to do the one or two that I have really well and that frees up so much time for serving the people that are right in front of me.

00:55:30 For so long I focused on and thought about and obsessed about more and more and more where people on my lists,

00:55:35 more followers, more people on my social media, more of my work. And then I changed it up and I just thought about,

00:55:40 okay, look at who I already have and focus on them. That's why a couple of weeks ago I spent six hours writing personal cards and sending gifts to each and every one of my clients even though that was over half of my work time for the whole week.

00:55:54 And yeah, that's not a revenue generating activity and that wasn't going to get me more. But I care and I want people to know that and I think the way to build a business and grow a business with a heart is to show up people that are already there and also word of mouth matters so much.

00:56:09 And so I got to take care of the people that are there in front of me. I got to love them and work for them.

00:56:14 Before I go any further, one more thing about basics, and this is something I'm getting better at and we'll always be getting better at is just asking the sale,

00:56:23 pitching, inviting, sending a proposal, doing the work that makes money. You guys like this is what the basics are.

00:56:29 Have a great product or service focused on the people that are already in front of you and ask for the sale.

00:56:36 All right, last couple of things here. Um, in terms of using my, my, my business here was something that I've learned that has worked really well for me is that my business is a catalyst for my personal growth.

00:56:50 That everything that I stumbled upon, that's a challenge. It's just a chance for me to get better as chance for me to learn and improve.

00:56:59 And as I do that, I get better in my business too. It's like it comes full circle.

00:57:04 It always gets better. But if I think that I don't know enough or I'm not strong enough, then I'm right.

00:57:12 And so I have to look at those challenges and opportunities to grow myself to get better. And like I said,

00:57:18 I think near the beginning it's like having a baby. It is the best personal growth ever. You guys,

00:57:24 you will always be learning and so on. When times that my business isn't working for me or I'm frustrated,

00:57:31 I always just look at it as saying, what am I here to learn? What is this here to teach me?

00:57:35 How can I grow in this? What am I, what am I going to, how am I going to be a better person because of this?

00:57:39 And there's always a reason. Um, I view my business in a lot of ways as a, as an extra coach.

00:57:45 Like how can I grow into this? How can I make this easier and more joyful? Where am I getting in my own way?

00:57:51 These are things I would encourage you guys to, if you can look at any challenges in your business or your business in general as your coach,

00:57:57 as a catalyst for personal growth, it's going to be so powerful, not just for you, but then for your business.

00:58:04 All right, let's talk about a few of the tools. So quickly. Let me say this. I choose products in a couple different ways.

00:58:10 I want what's easy for my customers. Well, it's easy for me that like not a steep learning curve.

00:58:15 That's why I didn't go with WordPress and I love value. So you guys know that I love you and I truly value,

00:58:22 and I mentioned this up top or up top like near the beginning, but I want to say that some of the products that I share,

00:58:27 not all of them, but some of them I am an affiliate for, which means I might get a commission if you purchase through my link and I share this because I want to be in integrity with you,

00:58:35 but I also want you to know this. My one of my rules is that I will never share anything if I don't actually believe in it.

00:58:41 And that's why with every single episode I give you guys free valuable content that I hope helps. I take every partnership so seriously and I only recommend the best of the best.

00:58:50 I also encourage you to find a way to make money in your world and I invite you to consider looking at your life and seeing where your loving and genuine recommendations can help get you paid too.

00:59:00 That's a fun way that anybody can make money right away. Now I have created a page and it's a work in progress so you know,

00:59:06 bear with me here, but there I basically put together all my favorite resources on a page called business besties.

00:59:12 So it's Lisa bgr.com forward slash biz besties and the link is in the show notes. I'm going to be updating this and giving you guys all my favorite tools and what I think could help you guys in your business.

00:59:23 And again, if you decide to use any of those links, I just want to say thank you from the bottom of my heart.

00:59:27 I appreciate it so much. It doesn't cost you anything more by the way. It doesn't cost you anything.

00:59:32 It just gives a little something back to me to help me keep creating this content for you. So on the topic of money,

00:59:37 if you are curious about how I make money, because I know my parents probably want to know this too.

00:59:42 Here's what I did when I started, when I started, I made money through one on one coaching and speaking and that was,

00:59:49 that was all in the very beginning. But then shortly after that I added doTERRA. I had Goalden Girls mastermind and I had a lot of half baked ideas,

00:59:56 like little courses and YouTube channel and all these things that never saw the light of day. Fast forward,

01:00:02 there's more things now, but they're also a lot more focused and a lot simpler, so here are my revenue streams now.

01:00:10 There's still private one on one coaching, but I really only take about two clients a year, so it's pretty limited.

01:00:16 I also do speaking, so keynotes and workshops right now, that's also a pretty limited with Colvin 19 but I hope that that's going to pick up again because it's truly like the best thing ever.

01:00:26 I run Goalden Girls mastermind one time a year. It's a four month program and do it once a year and I have Goalden Girls Community that's run year round with monthly recurring revenue.

01:00:38 That's pretty much it for the things that I have to create or deliver. Yeah, I still have my doTERRA link.

01:00:45 I don't really push it. I don't really make a lot of money on it. I don't, it's not a priority,

01:00:50 but I genuinely do love the products and so if somebody wants to buy from me, I appreciate it.

01:00:54 And I, you know, always we'll share the link if someone asks, but it's not something that I put any real attention into.

01:01:00 That's just the truth. I also have a few strategic affiliates that I partner with. So tribe is one of those things that I really believe in.

01:01:07 Um, Kajabi is another that I really believe in and I have a few others that reversal the um,

01:01:14 the beauty products that I really love the skincare. Like those are the things that I love and I go with it now in our household.

01:01:20 Just to give you like a bigger picture, we also make money with choice work. We make money in our real estate investments.

01:01:26 We now have 22 doors and we have a lot of stock investments. So we have registered and non-registered.

01:01:32 A lot of it is ETFs. Troy plays a little bit with the market, but honestly not, not so much.

01:01:37 So that gives you an idea. We have lots of different things going on. It's something that I know.

01:01:43 Um, I every this a lot and I know a lot of you guys have heard this too, so you might be curious about like the more revenue streams you have,

01:01:50 the better, but you have to build them in increments. We didn't do all of this in a year.

01:01:56 We spent a couple years figuring out how to invest the right way. We've spent 10 years growing our real estate portfolio.

01:02:02 Um, it's taken me four years to pill these couple of things in my business and then now it's really just starting to,

01:02:08 to chug along. So don't feel like you need to do it all right now, uh, in the future,

01:02:13 hopefully we're going to do a live event at some point. I would love to do some courses at some point in the future.

01:02:19 Maybe retreats, um, Goalden Girls planner and journal will come along and I recently trademarked Goalden Girls. Yeah.

01:02:25 So some products I becoming long Lake mugs and t-shirts and all that, but I'm not doing that this year.

01:02:31 I not, I'm first, I'm gonna do really well and focus on things that I'm already doing and get better at that before I add more on.

01:02:38 Okay. Oh, one last thing I forgot to say is that all these tools, the things that I've said are really super helpful for me from scheduling to emails to social media,

01:02:47 everything that biz besties page, go there and I'll also create a PDF that you can download and you can either save it or print it out and it will save you a ton of time.

01:02:55 I remember I love value, which doesn't mean it's the cheapest. It means like, is this going to help me the most,

01:03:00 is going to be easy for me to learn and it's going to be great for my customer. That's what I think about.

01:03:04 Um, so check out Lisa, michelle.com forward slash biz besties to check out some, some products there.

01:03:09 Uh, and tools that might help you out too. Okay, so with all of this being said,

01:03:16 what you need to know about what matters. It's so easy, guys. It is so easy to get sucked into this world of online business,

01:03:22 of social media, of Instagram, Facebook, tick tock, Pinterest, LinkedIn, landing pages, podcasts,

01:03:27 SEO, YouTube funnels, et cetera. And here's what I have to say. Focus on two things on generating revenue and getting your clients amazing results and sharing them.

01:03:37 That is what matters for yourself. What matters is you and your mindset. For years, I didn't start,

01:03:43 I went to business school, but I still told myself I wasn't ready. I didn't have the right idea.

01:03:47 It wasn't the right time. Then I had a job, I had a mortgage, then we had two mortgages and I had a stable job.

01:03:55 It literally took a health scare for me to really get my wheels turning and even then I thought, well,

01:03:59 maybe I should wait until my kids grow up and I didn't even have kids. You guys. So many times we talk ourselves out of what we really want and this falls into the category of what has helped me.

01:04:08 I got started. I got started in my business. I got started with my membership and I just kept going every single day.

01:04:15 I have excuses. I have reasons not to start. I had reasons not to start in the beginning and I have reasons not to continue.

01:04:22 There was laundry to be done every day. Sometimes it's sunny outside, I want to be outside. I got pregnant,

01:04:26 I had a miscarriage, I got pregnant again, and then I had a baby. It's hard. I'm tired now.

01:04:32 Not all. These are excuses. Being pregnant, seriously kick my butt both times. If I never did laundry,

01:04:38 it would become a problem. I also need sunshine. I need to enjoy my life too. I want to enjoy my life.

01:04:43 I love my daughter and in the grand scheme of life, she definitely comes before anything else. And I know this is such a short season,

01:04:49 so the, not all excuses, but at the same time I still have to balance it out and figure out what,

01:04:53 how can I get going? How can I keep going? How can I stay consistent? If you have a business in your heart or if you started,

01:05:00 that's what counts. Keep going. Even if it's hard, even if it's not going as fast as you thought,

01:05:07 what matters? So much more than the tools, the funnels, and the exact model and the strategies mindset.

01:05:13 Jay Z says, the genius thing we did was we didn't give up. Seriously JZ. No wonder you're so successful.

01:05:20 Here's the reality. Nobody knows the answer. The business world, just like real life throws curve balls.

01:05:25 I know some people who started off their business as a passion and it went broke and other people that started cause they wanted to make money in their hugely successful.

01:05:33 I know some people who started for the money and have lost it all. It's not about the strategy,

01:05:38 it's your mindset, it's your attitude, it's your tenacity, your resilience, your courage and your most of all your ability to respond and serve your people.

01:05:48 I hope hearing my experience in your business has gotten you excited for whatever stage you're at. If you're just getting started,

01:05:54 yes, go home, go have fun and enjoy it. It's such an amazing ride and if you're ready to scale,

01:05:59 I hope some of the things I shared help you out too. Either way. I hope that you learn a few things about the mistakes I've made and the things that have really helped me be successful.

01:06:09 This journey isn't done. I know I have a lot more years of business and revenue and income stream building to come,

01:06:15 but as of right now, these are the things I wish I known when I first started. Remember,

01:06:19 I've listed all the resources in the show notes and on my special biz besties page just for you, but forget about all that and just listen to me right now.

01:06:26 Right here. You have everything you need right inside of you. You will stretch, you will fail.

01:06:34 You will make mistakes. It will feel overwhelming. You will want to quit. These are all things that I should have told myself four years ago.

01:06:42 I wish I had known, but here's the thing. That is the process. This is what business is.

01:06:48 The resources, my suggestions, the tools, the gurus, the experts. Sure they're helpful, but ultimately it's you that will make your business successful.

01:06:57 You have all the answers inside of you right now. You are strong enough. You are wise enough.

01:07:03 You are courageous enough, brave enough and smart enough. There is only one you and you're more amazing than you know.

01:07:12 You are the driver, Goalden girl. Go enjoy the ride. Thank you so much for listening. If something spoke to you,

01:07:22 send me a message by sharing this episode and tagging me on social media. If you know someone who loved to hear this episode,

01:07:28 please share it with them too, because I love surprises. Make sure you subscribe to the Goalden Girls podcast today.

01:07:34 It's the only way to find out about bonus surprise episodes and make sure you don't miss a single beat on your Goalden journey.

01:07:41 Thanks again for listening and I will talk to you in the next episode of the Goalden Girls podcast.