

00:00:01 It's the moment you've been waiting for done. Done, done. Okay. I know 2020 had enough dramatics and it, without me adding some more here, but listen up because today, Hey, I'm sharing the behind the scenes and peeling back the curtain of my business. If 2020 taught us anything it's that everything can change. And man, did it ever change?

00:00:23 There are a few businesses out there literally across the world that didn't have curve balls thrown their way in the last year. There's those that have been utterly devastated businesses like restaurants, gyms, the tourism industry, and so many more. And even those who don't know and skyrocketed, for example, if you are producing hand sanitizer or plexiglass, no doubt. Those ones businesses had their own challenge on the whole.

00:00:47 I'll start by saying this. I am so grateful to still be here when you're later lost some of it. I may be able to take personal credit for, for persevering and for making some smart pivots, but I also want to acknowledge that many businesses have had a very challenging year and may not still be here. And that's not because of anything that they did or didn't do.

00:01:08 If that's you, if that's your business, your industry, your revenue streams, if they were destroyed or severely impacted, I want to let you know, I honor you to an ICU in this episode, I'm going to talk about what things look like in my business. And I, 100% acknowledge that it is a privilege that I still get to be here.

00:01:26 And I get to record this. Yes, 2020 was a year that entire revenue streams dried up in my business with no notice. It was the year that we lost our childcare again and again, and really struggled, honestly, to find the balance as working entrepreneurial parents. If you want to hear about more of the personal stuff of what my 2020 looked like,

00:01:47 go listen to episode 43 for all the ups and downs in my life. You're gonna hear about us losing half a million dollars. Me getting voted off my strata council and how I can still smile and be okay with that. All the failures in between like you, my friend 2020 had a lot of hard stuff and also a lot of good in this,

00:02:04 this episode, I'm focusing in on the good and the bad in my book. Listen in. And you're going to hear what I do when an entire revenue stream in my business dried up. It might inspire you improve that you can make it work too. Even when the worst case scenario happens, you'll hear why I considered quitting pretty much everything at one point or another,

00:02:23 and how I came to the decision to keep going and what I decided to keep and why you'll remember that we all have those moments. I'm also sharing the things I did to help make 2020 the best year in my business, including outsourcing, growing my membership and even launching a new product. You're going to hear the mistakes that I made a whole lot of them.

00:02:42 And I really hope that I can help you to avoid, to make the same ones. And you're going to hear the things that I'm still navigating and figuring it out because I'll be the first to tell you I do not have it all figured out. This is a great episode for you to grab a notebook, a cup of tea, maybe a glass of champagne,

00:02:58 and hopefully we can laugh, cry and reminisce together from a year that is truly unforgettable and promise me right here right now, not to make the same mistakes. Okay. As my three-year-old daughter, daughter, Sonoma says let's pinky swear. So, all right, golden girl, let's pinky swear, and let's chat. Welcome to the golden girls podcast where we believe you can have it all.

00:03:22 I'm your host, Lisa Michelle, and I'm spilling tangible tips, goal, 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.

00:03:46 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 golden girl. Let's dive in. Welcome to this episode, the ups and downs of my business in 2020, one of the missions behind golden girls podcast is to put a mic literally to the things that we don't often talk about in general conversation.

00:04:15 Of course, we have a whole library of other episodes, 46 or 47 and counting. And we've got some more juicy ones coming up. But today we're talking about money, business successes and failures, and not in the general sense. This is specific to my business and things that went well. And didn't in 2020, before I spill all the tea on this,

00:04:36 I want to do a shout out to TDL 1970 and one of our listeners from the United States. Here's what she says. I'm assuming it's a sheet. Maybe not. She says mega inspiration. Lisa's energy is beyond inspiring her nice girl, next door demeanor. It makes you feel like you're pals with her. Her messages are clear, easy to understand. It makes me feel very empowered.

00:04:58 Like she knows exactly what I'm struggling with and gets it. She is the breath of fresh air. I specifically need right now to break through my limiting beliefs and take action on some scary and exciting new goals. This year. This is one of two podcasts. Only in my life out of choice. I will be listening to every single one during my commute to and from work.

00:05:14 And when I'm putting away laundry love Lisa well, TDL. I love you too. Thank you so much for leaving this review. I really appreciate this. And you know what, wherever you're listening from, from anywhere in the world, no matter who you are, we are pals. That's one of the things I love the most about this podcast is that we get to build these relationships together.

00:05:32 So I'm so excited for you with your scary and exciting new goals. And thanks for bringing me along on your commute and doing the laundry and thank you for leaving a review. Every episode, we love to do a listener, shout out or shout out to someone in our community or mastermind. So if you're not in our community or mastermind, the way to get a shout out is to go to your Apple podcast app,

00:05:53 scroll down to the bottom and golden girls podcasts and leave a written review. I would love give you a shout out and thank you so much for all of you guys who have done that. You help us continue to grow and expand and reach more people and more

pals from around the world. All right, let's dive into the things that did not work well in 20 in my business.

00:06:10 First thing it's almost laughable, but my goal in 2020 was to grow my speaking business. I had some clarity in February, March, and I realized, you know, what I really love to do is talk, I mean, spoiler alert, hello. I have a podcast. And so in March at the very beginning, when Sonoma finally went back to daycare after a whole other mess,

00:06:29 I decided on my goal and it was to step into my power from speaking. It was to really build a sustainable speaking pipeline in business. Then you guys all know how that went on March 12th, everything changed. All the speaking engagements I had in the pipeline dried up. Everyone I've been talking to two events. I've been working on signing up for in San Diego.

00:06:49 They were canceled and many of them still have yet to recover. And of course I became a full-time stay-at-home mom. Again, this is a great example of a goal and not working out. And it happens to be a business one. And honestly, this is such this, this is life. This is what happens. Things. We set goals, we set intentions and sometimes they don't work out.

00:07:09 And the worst thing that you can do. And I think honestly, what takes down 90% of people is that then we think, Oh, it must not be meant for me, or I can't do it, or I can't figure it out. Or I may as well give up. Here's what I did instead. And this is why I'm going to encourage you to do instead as well.

00:07:26 Who was your favorite? Because on how you want to feel, why that goal matters, why you wanted to do that goal in the first place, how did, how was it going to, what was it gonna do for you? So for me, I wanted to speak, not because I necessarily wanted to be on a stage or it wasn't about money or anything like that.

00:07:41 It was because I know that when I speak, when I deliver the kind of content that I love to do, and when I'm in the right audience, I feel inspiring. I feel excited. I feel connected and confident. And so what I did is they thought about that, that that's how I want to feel. And then I asked, how can I do that in a different way?

00:08:02 Because you know, at some point I hope that we'll be back on stages. I hope events will come back on. I really, I believe they will. What can I do now? So what I did, one of the things right away is I created more podcast episodes and did it more consistently. And I'm still doing that. Cause it's still me speaking.

00:08:18 It's still me feeling connected. It's still me feeling alive and coffin and all these fun things. I added way more live calls to our 2020 mastermind. And again, to 2021, because I wanted that connection. I wanted to be with people. I added more live support and connection in golden girls, community used to be a lot of prerecorded stuff. And now we do everything live because I knew I want it to be inspiring and.

00:08:37 I didn't connect it. And this was my way to do it. And I'll talk about this a little more later, but I even did paid live virtual workshops and they were amazing. I stopped waiting to, for events to come back, which I would still be waiting. And I decided, okay, how can I do what I want to do?

00:08:54 How can I do it in a different way? And I found lots of ways of doing that. And I know that when I am ready to grow my speaking business, when events do come back, that's gonna be so much easier because I have even more experience under my belt. I've created more connections. And even if it, if it doesn't come back for awhile,

00:09:09 I'm okay because I'm having fun. I'm doing the things I want to be doing. And so even though the goal didn't work out in the traditional sense, I am still having a blast doing it. One of the other things that did not work well, and this is kind of something that I probably did years before, but it really came to a head in 2020.

00:09:27 And is that I scaled too fast or I should say created too many scalable things without any help. I had golden girls, a mastermind, which was a group group offering group coaching program. I had golden girls community, which was another group, a group program. And I golden girls podcast. And all these things are great because the mastermind I can it's one to many.

00:09:46 The community is one to even more. The podcast is infinite. The amount of people that I can impact, but I was doing this all on my own. I was doing this plus our real estate business and being a mom, a strata council member, et cetera, all these, all the things, all the hats. So I scaled the, I scale my systems,

00:10:01 or I guess I scale I created these scalable items, but I didn't even have time to market them or to take on new clients. I barely had time to even operate them and do a great job of this. So this was a huge lesson for me, is to get help or don't scale yet. Pick one of those things I do believe scaling is great.

00:10:19 It's an amazing way. All of these things, community mastermind podcast, they're all ways for me to disconnect straight time, trading time for money and be able to impact more people, help more people without always being attached to my keyboard or computer. But the truth is I actually did this probably too a bit too soon without any help. And so it resulted in me having the exact opposite.

00:10:42 I was always tied to my computer. I was always having to be available. I was always having to create versus getting to really do the things that I love to do. So what I can say is hire, hire, hire outsource, outsource. That really changed my life. And I'll talk about it more, but I think that's a big thing before you can create scalable things,

00:11:00 make sure you have help to do that. Otherwise you're still gonna be taught tied. And in fact, you might even be making less money because you're so busy doing the things to keep the scalable things going that you don't even have time to market or find more people to impact. All right, this is kind of a bit of a blur with like business and personal,

00:11:19 but it, and you probably can relate to this too, if you have kids, but something that didn't work was trying to do a lot to try and really try and do anything with Sonoma around. I know all parents struggled this in 2020, and I'm still having challenges. And you might be too in 2021, between COVID and sickness and daycare closures and the real,

00:11:36 real lack of a support network that is accessible to us. We are not even able to hire nannies on call, which we used to do. It was hard at 2020, and it continues to be, it

continues to be consistent, an issue where I don't know when I'm going to have to be a mom again. And I share this very openly,

00:11:53        very honestly, that I don't have a solution for this. I am still trying to navigate it for myself. And I wonder sometimes I wonder what is, what is the bigger picture here? And I think at some point in my life, this will all turn around and I'll be able to come back and maybe advocate for something around childcare or community, or maybe I just have greater compassion.

00:12:12        I don't know what it is, but there's, there's some lesson in here. I'm sure what the thing is that I can do some things when cinema is around. Maybe it's the same thing for you. Like when we're at a park, I can be on a quick call. I can reply to a few DMS, but a lot of the work that I do.

00:12:24        And I think especially as, as we grow a lot of things that we do require concentration and strategy, and to be focused, for example, drafting and scripting podcasts and recording them, I can't become a note. It's a disaster. It takes 10 times longer to edit and wonder where the heck I'm saying live videos is really hard to do when there's a kid around,

00:12:42        I've done it before. Maybe I've seen her bear balm on Facebook before cause it's happened. But it's really, really, really challenging. It sounds like I consistently want to do coaching when people are paying me for their time, they're paying me to be there without be present. And I owe that to them, creating content for our mastermind, for our community,

00:12:58        creating processes, delegating for our team, lots of writing. I do so much writing for social media captions and PR pitches and emails for our community emails, to our list. All this stuff takes concentration and focus. And it's very hard to do with a kid around, especially with, it's hard to have anybody around, especially with two. And three-year-old so don't even know what I'm trying to say here,

00:13:17        but I think I just wanted to be honest with you about what I've been navigating and exploring and figuring out what that right balance is for me, between doing the things that I love to do in my work and being present with her because I love her too. Some days I feel like I'm nailing it. And I doing great and others, I feel like I'm failing.

00:13:35        I feel like I either am never going to get to work and it sucks. And I wish I could contribute and do the things that I love to do. And on other days I feel like I'm missing out on my kids' childhood and I wish I could do better. And that really hits me right in the heart. I don't have the answer. I'm still figuring it out,

00:13:53        but I just want to share that with you, in case you can relate in case you also are navigating what that balance is for you in a time where there's not a lot of options for us to get help to figure that out. So I see you. I hope that by the time I record this in another year, there'll be better support systems and I'll be just better at navigating this and know,

00:14:17        know what the right balance is for me and be able to be able to live that every day. Let's talk about more business failures. So I did a double launch at the start of 2020, which means I launched the community and the mastermind at the same time. And it didn't work very well at all. There's a lot of things I can contribute here.

00:14:36 And it's always, it's always hard to really know exactly what it was. But I honestly think one of the, some of the biggest things were number one, I got really sick and said, Noah got really sick. And we ended up actually being clinics. Having tests with her was very stressful and I wasn't able to do any work because she was so I also,

00:14:53 I'm a procrastinator. Aren't let me say this. I'm a last minute person. And it works really well for me. A lot of the time it doesn't work well in situations like this when I didn't have my pre-launch stuff ready. And therefore, when I couldn't work and I couldn't produce the content to get the word out there around our community, our mastermind,

00:15:07 well, I couldn't work in seven, neither did my launch. I didn't give it enough time. And so the result of this is that no one knew joined my mastermind last year. I will say this, my alumni came back, which was amazing. And I'm so grateful for them, but I'd really hoped to reach, to reach new people as well,

00:15:23 and to continue to expand and grow. And it didn't, it actually went backwards. I attracted and had less people than the year before, which felt like a step back. And I'll say, when it came time to then reevaluate mastermind for this year, I was really, really scared. I felt like I almost had a form of PTSD. Some sort of I've actually heard other people say this too.

00:15:43 Like I was almost like a launch trauma. It was as if my body, my brain was trying to protect me. And so I was struggling to ever want to do a launch again, especially launching the mastermind. And what I've learned in the process is that I launched on buy something. I think a lot of people have gone through it's normal that our brain,

00:15:59 it tries to protect us from things that hurt and that, that hurt. That was awful. I didn't, didn't fully re even realize how much it impacted me. And so now I've learned to move through it. I've been able to look at the lessons to allow myself to feel those tough times and intentionally make changes. And so I made quite a few changes.

00:16:19 I extended the time period to an, almost a, to six to 8 million launch, six to eight weeks long. Last year, I focused on one launch at a time. So I could do a really good job of that in supporting our community. I launched in December instead of January, which I think made just the difference. And I raised the price and all these things led to our most successful mastermind launch ever here at the end of 2020 and beginning of 2021.

00:16:44 So really cool. But it was, it was tough for sure. So the double launch, not being ready, I'm not giving myself enough time, but these were all things that I learned. And when I made those changes, when I did a better job of it, it was a completely different experience. So I can't remember who says it, but if there's a quota there,

00:17:03 you probably Google it. If you don't win, you learn. And that's what I would say. I didn't win. And so I learned, and it's amazing what happened, what I was able to implement. Those changes made a really big difference. Okay. The last thing that didn't go well is we had a real estate deal go very sideways near the end of 2020.

00:17:23 We are still trying to pull it together. It could result in a big financial loss in the present and definitely in the future. Cause it was a deal that we really wanted. It was

something that would have helped us forever. And what I'm really proud of us for is to be able to look at this from a learning opportunity instead of seeing this big loss as,

00:17:39        you know, a mistake and Oh my gosh, what we do, we're looking at it as an investment that we've learned these things and it will continue to pay us in the future. So Troy and I are going to show share more about this and some of the other things in our upcoming episode of golden girls podcast. So stay tuned on that, but just in full transparency,

00:17:56        I want to say, yeah, there's a lot of things that did not work. Let's switch gears here and let's talk about what did work. Oh, I literally just want to open up and make like the heavens part ways, because one of the best things was hiring a virtual assistant and getting away better processes. So shout out to Angela you rock.

00:18:14        You were, you were my rock in 2020, and now we have Roxanne who started with us more recently. He's been helping out lots too. So if you guys are listening, you're amazing and shout out to you and in our team, we've then now created some great processes. So we're using a sauna to track most of our tasks. I'm not perfect,

00:18:29        but most of it and Slack to communicate, and those have been game changers for us. I'll also say we've been creating SOP and here's the secret here. If you're listening and thinking, well, by the way, SOP stands for standing operating procedures and maybe you're thinking, Oh, I can't outsource. Cause I need to teach somebody to do that. And I don't have processes.

00:18:45        I can't outsource. Trust me. You already do. You already have processes, everything you're doing, you already have a process for chances are you just haven't documented yet. And one of the things that's made this super easy for us to do is a tool called Searchie. I'm going to link to it below in the show. Notes Searchie is a platform we use both in our members,

00:19:05        only areas for our community and for our mastermind. We allow, we upload all our videos and even audio on there and it transcribes everything for us and also allows our clients to search the videos for what they're looking for. So for example, if they know they were talking about, or we, we talked about, for example, workout habits and tips around that.

00:19:23        As for example, they can actually search the platform and it'll take them to exactly where, in what video we talked about that. So it's, it's, it's just amazing. Anyways, back to our team, we use this, we have Searchie for our SLPs so I can record my screen. I can talk through it and explain what I'm doing in this video and what the process is that we're creating.

00:19:43        And then my team can actually go and look and search for that video and find it and find the process at any time. And it's just been, it's been game changing. So if you want to check it out, it is definitely an investment, but it's one that I see as so powerful for both the external for my customers and how we're supporting them and also our internal team.

00:20:02 And it saves us a ton of money. Oh, and the podcast transcripts that you see, if you're ever wondering there's transcripts for all the podcasts on our website, Lisa, [michelle.com/podcast](https://michelle.com/podcast), that's all done by Searchie as well automatically. It's brilliant talking about podcasts. One of the best things I did was getting podcast support guests, how long it takes to create one podcast episode.

00:20:24 Most people estimate 82 or three hours. I'm going to say, guess again, it is closer to eight to 10 hours. Maybe even more sometimes from start to finish between the initial research scripting keyword research drafting titles, recording editing 83 tags, show notes, uploading slips in creating social media posts, creating graphics, communicating with guests and sharing the episode with you.

00:20:45 It's literally an entire Workday or more for each and every episode. Let me tell you this. Like I love this, but for perspective here, a podcast episode takes me eight to 10 hours. That's 20% of a full work week to just get an episode out and that's not helping clients. That's not creating content for our programs or our marketing or any of the other stuff that goes into running a business.

00:21:05 And there's a lot in April last year I was talking to my coach, completely exacerbated. I didn't think I could afford help, but as a full-time mom and no childcare and running both the mastermind and the community and our real estate business, my coach had to come to Jesus moment with me. She was shocked that I was doing it all myself and quickly made me see that this was unsustainable and just dumb,

00:21:25 frankly. It was dumb. So shortly after I was able to get podcast support. So Ashley, thank you so much. You're amazing. We're going to link to Ashley below as well in the show notes. And let me tell you, this has made a huge difference in the amount of episodes I've been getting out. I'm no longer around and I get to do mostly what I love to do with the podcast.

00:21:42 And I think it really shows we've been more consistent than ever. We've hit over 8,000 downloads and we're on track for our biggest month ever here in April, 2021. As I record this, thank you, by the way. So much to you too, the best part about all of this is getting your messages and reading your awesome reviews. It is so humbling hearing from you and knowing what you want to hear,

00:22:01 how something that I've shared or one of our guests has shared that may a difference for you in your life. So thank you. Please keep listening, keep sharing with your friends, message me. If something helps and please help us by leaving a review, kind of plug that in anywhere I can. Okay, this is totally nerdy, but 20, 21 first year,

00:22:20 we were on top of our bookkeeping. Most of the time we're scrambling at our year end, which is six months past our year end trying to get everything ready for our taxes and it takes us weeks and it's just a gong show. So last year was the first time every quarter we were on top of it, go us. This is definitely thank you to Troy.

00:22:36 Thank you for pushing me. My love. We've been taking time every month or two and clearing the transactions and it only takes one hour or two, but then it's done. There's none of the hunting stuff down a year later or 18 months later and taking literally



weeks to do that. So this is just way, way, way better. And we have a better sense of our cashflow too.

00:22:53 So Troy, I'm a convert. We're doing it. We're on top of our book keeping. And I'm also going to tell you, I've also started outsourcing this again because now that I've started outsourcing, it's addicting, it feels so good to delegate, so good to get support and help, but at least we're on top of it. We know what's happening.

00:23:07 It's a good, it's a good thing. Okay. A lot of the successes that I'm going to share with you coming up here, come from me, setting a hundred day goals. I did a good job of this in 2020. And can I tell you I'm really onto something with this a hundred day goal thing and I, if you haven't tried it yet,

00:23:22 this is your chance. If you don't know, I'm an advocate for a hundred day goals, picking one focus a hundred days and giving yourself momentum and, and Results, you get results. When you focus on one thing. One of the aspects that I encourage people to do is to write a letter to yourself in a hundred days from now. Well,

00:23:37 what does it feel like to have your goal what's changed, what's going on in your life? What have you created? And I'm going to tell you, the focus has been really good at setting. The goals. Letter is one that I was a little skeptical on. Even sometimes, even though I created it. And I know the science proves visualization is powerful.

00:23:51 Still felt a little woo for me, but I did it for my last hundred day goal. Sorry, the last two I should say. And Oh my gosh, it has been so powerful for me. And it really has picked me up on top days. So I got to say, do the a hundred day ladder, Give it a go I'll link below to in the show notes,

00:24:07 Lisa michelle.com/ 100, you can get our free 100 goal getting guide and you can do this for yourself. But honestly I was a little skeptical, but it's been game changing as I've been more consistent with doing the letter. And I'm like, yes. Okay. So I believe it, give it a try. One of the outcomes of my a hundred day goal was releasing the a hundred day goal,

00:24:27 getter planner and journal in this. I'm so proud of because it's something I wanted to do for two years, but there was always something else to do. Always Something else coming up. When I finally Started as a hundred day goal, when I put my nose down, It was done and it was out there this year. Connor, for me, it was so important to put out there because I see all the time and myself included.

00:24:45 I see so many women trying to do all the things and it, it doesn't work. It doesn't work so often. We also end up sacrificing self care at the expense of our goals. They may end up burnt out and happy and we feel like we failed because we're not taking care of. And we didn't achieve the thing that we set out to do.

00:25:01 The planners that I was using a lot of times, they were either so big picture and they were all fluff. Even if they were pretty or they were so cumbersome, they felt like it was a second job to fill them out. Maybe you can relate to this. I also found a lot of planners required you to do it daily. And I kept hearing from a lot of women when they were dated that you had like a full shelf of empty planner sitting there just collecting guilt and dust.

00:25:24 So I wanted to change that. And that's, that's why I'm so proud of the planner. And I'm totally going to do a little shameless plug here because it's my podcast. And I actually think it's really powerful, but let me also say this, you know, you can literally go get the a hundred day goal. You will get the free a hundred day goal guide.

00:25:39 It'll get you started, but the planner is different because it allows you to number one, create focus and momentum on one goal and keep you going For a hundred days. The other thing that's Really powerful about it, that's unique about it is that it helps you to balance all the hats and the roles you wear in your life without sacrificing you. I know that you do a lot and self-care can be so tough to squeeze in.

00:25:59 And I think that's one of the best things is that this planner helps bring you and your ability to thrive to the forefront without sacrificing your health, your family, your career, or your life. The other thing, and I kind of already talked about this, but We believe in combining the power of both your left brain or your right brain, or I call it the woo and the do these two things together is how it really helps you take action.

00:26:21 I know that you are multi-passionate and you're a mix of both creative and logical. So why shouldn't your planner be too in the planner? We've created ways to harness the power of your emotions and visualization, like for example, the 108 letter scientifically proven stuff, along with practical tools and methodology so that you can gain momentum, take action and keep going. The other thing I love about the planner is it steps you back to see the big picture,

00:26:45 like, okay, where am I going in the next a hundred days? And then it also helps you take the step by step to actually achieve your goal. It helps you break down things weekly and monthly and daily, and it gives you the structure. So you can keep taking action and in less than five minutes a day. So it's not like another job.

00:27:00 And last thing let's be real here. Light happens. COVID happens. You get sick, something comes up or you take a vacation. And because the planner is undated, it's easy to come back up, pick back up and keep going. So there's no more planner guilt, and you can feel confident in your investment. So I am biased. Okay.

00:27:14 But there is proof in the pudding with my life, with my goals and with our clients. I believe in the a hundred goal getter journal and planner is the perfect gift for yourself or any driven, motivated women in your life. So I'm going to drop the link in the show notes, Lisa, [michelle.com/planners](https://michelle.com/planners), and go grab a copy for yourself, for your friends,

00:27:32 for your family team and give it a try. Let me know, let me know what you think. Okay. One more thing I did. Oh, no, there's a few more here in 2020. I raised my prices and of course I was a little skeptical of doing this cause we're in the middle of pandemic, but it was one of the best things I did in the beginning.

00:27:49 When I started my business, I really think I didn't trust myself enough. And I wanted to make sure that I could just blow people away, especially with golden girls community. I thought if the price was low enough, people would stick around and maybe they wouldn't notice the charges. And they would just, they would feel like there was such a value here.

00:28:03 They would never leave. But the downside to that with some of my prices were so low that people didn't care and they didn't show up. And what I've learned is this, that I'd rather have people cancel because they aren't showing up and the payment is too high. Then people that keep paying and don't show up and do the work. I would rather have people show up to dream big and to invest in themselves,

00:28:24 step outside their comfort zones and create the change they want in their life. And to have people who can afford it, but don't show up and don't get the results. So every year, at least once or twice a year, I'm going to keep raising my prices. Let me say this too. I'm not just raising my prices and doing the same I'm we are also adding value all the time.

00:28:43 We're constantly improving. We're adding support. We're adding, we're showing up better. We've done. We're we're adding more value in the way that is meaningful for you guys. Golden girls mastermind. We made it a six month program and it was started out as like a three-month and then format. And now we've gone up to six and we've revamped the content and everything is better.

00:29:01 And raising my prices, being able to add this level of value is a huge energy shift for me, for my business. And most of all, for you and for my clients, I've also been really transparent about this and telling people and telling you that the best time to buy is now that these things that we're not on sale, we are in the business of helping you change your life.

00:29:20 And that doesn't happen by you waiting for a sale or waiting for a better price. Here's the last thing I'll say on this. And it's important raising my prices has changed my energy and ironically, it makes me way more generous. It makes me more generous to my team, with my clients. With my time. It makes me generous too, to send gifts and be generous to donate and investing literally everything.

00:29:42 And I love being generous. I love feeling abundant. I love this, and I believe everyone deserves to be this way. So I'm going to continue to help us all to do that. So if you're with me here, raise your prices, my friend, and I will happily pay your higher prices too. Okay. Let's talk a little bit more about the mastermind here.

00:29:59 So I, I just felt quite like everything in the mastermind at one point, the community, the whole business and the mastermind really. I'm so glad that I didn't. The only reason I would say I started to consider doing it again is because last summer I started to have people asking, if, do you have a mastermind or are you running day?

00:30:19 When is it starting? And so I thought, okay, people are obviously interested. What can I do? So I took some time. I did some market research. I had conversations with people. I did a very soft launch with no pressure, nothing aggressive that felt achy. I did a nine word email that got lots of responses. I changed the format to six months based on some of the research that I did.

00:30:36 And I had affiliates for the first time ever in all these things, giving myself different timelines, taking the pressure off, made it for the best mastermind we've ever done. And we're actually had already started pre-selling for the one we're going to run in, in June this year. So if you're interested by the way, send me a message. We'll get you on the list,

00:30:52 but I'm just so glad we didn't give up and that we persevered workshops. Remember I told you I was sad about not speaking well. I decided I wasn't gonna let other people tell me about stages. I created our, we created our own, we did on a whim. We hosted two live workshops last year. And in 2021, we've already done a few and it's an absolute blast.

00:31:11 I'm still getting messaged and people who are getting Results. Laura launched her course. Dunia created her coloring book. Other clients started businesses, took leaves like amazing stuff. And it was a lot of fun. And just a great example of, I hate to use her pivot again, but really like I just changed something that I probably never would have considered before.

00:31:29 That is going to be a continued stable in our business. Let's talk about golden girls community by the way. And I almost, I almost stopped it altogether. And I'm glad I didn't for two reasons, maybe, maybe a couple, maybe three. First of all, I now understand the purpose of it, which I think I didn't fully understand before.

00:31:45 I love speaking. I love workshops. I love podcasts. And I thought that that was enough. But what I realized in 2020 more than ever is that it's not enough real change, takes time, going to a workshop, seeing a post, a live event. That's all good, but momentum is what makes a difference. And consistency makes a difference.

00:32:02 Golden girls community helps people get consistent and helps them make a difference continuously. It's not about what you do once. It's about what you do consistently. And a membership like golden girls community helps you to be consistent. And that's what I want people to do. I want to help people. And so this is the way to do that. And I'm not saying this is a shameless plug for golden girls community.

00:32:20 Although it kind of is, but that's the truth that if I want to help people, I've got to give them the tools to do it. And consistency is the key I have to say. Golden girls community has also been such a lifeline for me personally, in many ways in the last year. One of the biggest things I would say is that it's really kept me connected to incredible women.

00:32:40 And to my purpose, anytime I hop on a call our coaching, our virtual co-working or I pop into the Facebook group, I am always so, so, so humbled and grateful to be connected, to and get to support such amazing humans. If you are in our community. I just want to say, thank you. I love you human. So inspiring and been such a foundation and a rock for me in the last year.

00:33:04 And I hope, I hope that we've been able to do the same for you too. And I just, just thank you. You're awesome. How some would say from a business perspective and from a revenue perspective, it's probably impossible for me to overstate how powerful it's been. I think I using it right. I don't think I could overemphasize. I don't think I could.

00:33:23 I probably won't be able to even do it justice. What a difference has been. And I'll be honest, it's not a highly profitable venture at this point. I still have some growing to do. We still have some learning and tweaking, but it is consistent and it makes an impact. I am a loving it. I enjoy everybody in there so much.

00:33:40 And it's a really fun, exciting challenge on top of that, it also pays for most of my base business expenses, which means that it makes my business much easier, more fun, less stressful. I get to do the things that I love to do, and that I'm the best at. So a heck of a lot of good things you may have heard before the statistic.

00:33:59 And I couldn't actually find where this comes from, but it feels right. Most millionaires have at least seven different revenue streams. And let me tell you a few of those last year were very threatened for us, including our real estate choice job. My speaking, like a lot of them were, were, they were under threat and it was definitely scary,

00:34:22 but we were also so grateful that we had other revenue streams that we can lean on, lean into leavers we could pull. And one of those revenue streams is my membership. It's golden girls community. So if you're are interested in financial freedom, if you're interested in having a business that is easier, that is more fun. That is less stressful. All the things that my membership has allowed me to do.

00:34:44 If you ever thought about creating a subscription based business or adding recurring revenue stream to your life, or maybe you're growing what you've already got going on, I highly recommend you check out episode 46 with Stu McLaren Stu is the guy when it comes to memberships and just go listen to the feedback we're getting already is incredible at the episode, he's a good human and has lots of wisdom.

00:35:05 If you're listening in April, 2021, Stu hosts a free live workshop series once a year, how do you take what you know love and do and turn into a highly profitable membership? So you do not want to miss that the link is going to be in the bio, or you can go to Lisa, [michelle.com/ TRIBE](https://michelle.com/TRIBE). I highly encourage you to join in,

00:35:24 be a part of this and a little heads up. If you're listening after the workshop is alive, you will get access to the days that have already gone live. And if this workshop is over, then I'm going to switch that over. So you're going to get access to as a webinar and his course, and if you're listening way off in the future,

00:35:40 you know, of course, thank you. Still love that, but we'll, we're going to have a go to either a free guide for you are the waitlist, but make sure you sign up so that you're notified when he reopens registration. Because if you are someone who wants recurring revenue, if you want to become a millionaire or a multimillionaire, you want to have these different revenue streams.

00:35:57 A membership is such a powerful way to do this and his, his course, his live workshop series. It only happens a once a year. I don't want you to miss out. So go listen to episode 46, go check out Stew's free workshop. At least we share [share.com/ TRIBE](https://share.com/TRIBE). Oh, one last thing. If you sign up for the workshop as a special bonus,

00:36:14 I put together an exclusive three week mastermind and pop up a Facebook group. So all you have to do is when you get your confirmation email from Stu send an email to TRIBE, at least [michelle.com](https://michelle.com). And we're going to send you a link for the Facebook group. You're gonna get access to the mastermind calls and in the group, I'm going to answer any questions you have help you brainstorm ideas for your membership.

00:36:34 And we're all going to cheer you on. As you get started and create those multiple revenue streams. I'll put all the links in the channels. That was a lot, but I'm just, that's something that I'm really passionate about, both. I mean, one from the impact it made for my community, another one of just how much it really meant to me to have those personal connections.

00:36:52 And then from a business revenue perspective, can't tell you enough how much memberships have really transformed my business and my life. Okay. Before we close off, I'm gonna switch gears here for a minute. And again, stay tuned very in the next couple of weeks, Troy and I are going to release an episode on our real estate business and how we went from nine rental doors to 33 in 12 months at a high level though,

00:37:14 here are three things that worked really well for us and helped us and I believe translate to any business. So with our real estate number, one thing that we did, I think that worked really well is that we recommitted to our vision and got clarity on our, on where we're going. And what we decided to do was that we wanted to expand.

00:37:33 We had nine doors and we started in January, 2020, and we were kind of stuck. We were able to find a way, and we got ourselves to 22 doors, but then we had no idea how to expand. A lot of people also included reach a ceiling, and this is what we had do. We, we had done, we reached a ceiling because we needed financing to grow our business and we couldn't get it.

00:37:51 We were really good. We knew how to go from one door to four to 22, but we didn't know how to go from 22 doors to a hundred or to 500 or a thousand. At that point, we really had to decide, where are we going to stay with 22 doors? Which still would have been amazing, still was a great accomplishment.

00:38:07 Something we were proud of and something that we loved and something we knew what was going to serve us in the future, or do we want to continue to grow? And if we did, why for the sake of what, and this is, you know, I'll tell you when I first started in real estate before we even had, before we even had any real estate,

00:38:24 when I was just envisioning, I was like, Oh, one day, wouldn't it be cool to have a hundred doors? And that was definitely an ego. That was, Oh, it would just be great to say you have this number of doors, but without really understanding the what or the why of it. And this is when we had to challenge ourselves to why,

00:38:39 why do we want to grow? Do we want to grow? And what would we be giving up? And what will we be getting? Is it that we want something to pass on as a legacy? Is it because we love the process of being landlords? This is the big question. And I'm really happy to say that we have this figured out.

00:38:53 We closed off December, 2020 with 28 doors, and now we have 33 and we're still continuing to expand. And really we're enjoying, we're having fun. We're proud. We're so happy. And because we're so clear on our vision, everything becomes easier. We can analyze deals, quickly, opportunities, quickly, markets, faster. We know what we're doing. We're all pulling in the same direction.

00:39:14 And that's, I believe a big part of the reason why it's expanded so quickly. So I'm talking specifically about real estate here, but honestly, this applies to any business when you're clear on your mission and when you're clear on what you do and when you offer and why you're doing what you're doing, it becomes so easy to analyze and be able to say yes to the right things and notice things that are just noise.

00:39:34 Second thing we did. I think that was really good. We worked together with our strengths and it's something I'm working on doing even more of in our, in our other team or my greater team, I guess I should say, but Troy and I are both very different people. And I think something that's really important is to become comfortable with each other's strengths.

00:39:52 And that's an important part of what has worked well for us. We've also had a lot of fun working together. I've heard a lot of horror stories about couples who work together, but so far it's going really well. And I think the biggest thing is that we know what Troy's zone of genius is, and we know what mine is, and we've been able to fill in the gaps of what things are not our zone of genius and defer to each other for the things that we need to,

00:40:12 I would say the hardest part honestly, is turning it off at dinner, turn it off during date nights and in bed because we're enjoying ourselves so much. And I'm okay with that being our biggest problem. So I would say, I think so much of in my corporate life, there was a lot of emphasis on filling in the gaps or trying to become better at your weaknesses.

00:40:31 And I just don't believe that that's the right strategy. There's a lot of research around this to strengths, strengths finder. If you want to Google that and look that up, there's some really cool stuff there, but I really think being able to lean on our strengths and we're going to continue to do this in all of our businesses is, is a game changer.

00:40:46 So I would say that for you too, don't worry about the things that you're not good at. Find someone who can, who is good at those things. Another great book on the resource on this is the book who not how I look at that. And I think that we've done a great job of doing that and we're gonna continue to do it.

00:41:01 The last thing I will say that we did really well in our real estate business is we invested in a mentor. As I mentioned, we were stuck. We had no idea how we could ever go from 22 doors to 200 doors. We knew we needed help. And so we invested in mentorship, we invested financially. And with a lot of time,

00:41:17 we did the work. We did probably hundreds of hours of training and learning. And now we know we understand, we know what we're doing. And we're building systems support us in our growth, Working with our mentors. It was it's really twofold. I was great to actually learn the house and the, and all that, but it also expanded our energy and we are so revitalized in our vision.

00:41:38 And we're even now working with extra investors and that's been so powerful and just amazing. So I think it was really, I mean, we, I had to, first of all, figure out that, yes, we actually do want to grow and drop our, drop the ego out of it. And then we also had to drop even more ego out of it to say,

00:41:54       okay, but we don't know how, and we need to invest in someone who can teach us and show us how to do this. So I say the same thing for you with your business, this something that you don't know how to do it, or if you need support, you need extra accountability to work with a coach, to work with a mentor,

00:42:08       to get the support that you need. And that's okay. There's nothing wrong with that. And in fact, it's been powerful revitalizing and it's allowed us to expand, Oh, so, so much. So those are the things I'm going to say, but there's so much more we're going to talk about with real estate. So make sure you check out that episode,

00:42:24       keep your eyes open. You haven't, this is a good reminder to subscribe to golden girls podcast, hit subscribe to make sure you get notified of all of our emails and sign up for our email list too. So we'll, we'll let you know when new podcasts Cabinet and on probably the baby. Yes. Aha. For me in 2020, and this was you ready?

00:42:46       I feel like I need a drum roll. Can we get drama hop in? I don't have that yet, but here's, here's the biggest thing that I learned. It was recognizing that anything good to build anything good takes time To grow. Maybe you can relate. When I started my business, when I thought I would throw up a website and be making six figures within the first few months and perhaps that's the case for some people,

00:43:11       but for my business, it was not. And I'll be honest. There's a lot of things that I could have done differently that I do believe would have helped me Grow faster, outsourcing Focus, but big things really do take time. There is no such thing as an overnight success. And even the people who look like an overnight success are years in the making.

00:43:34       I look at some people that I respect in the world, you know, Oprah, Sonny Lenner, doozy, the birds, papaya, Julian Harris, you know, all these people, it looks like they just came out of nowhere. But when you do the research and see nobody's an overnight success, the birds papaya was, has been blogging now for 12 years.

00:43:53       And it took 10 years before she was able to quit her full-time job. And now she's making more than her money, more and more honey than her husband, which is awesome. So go, go, Sarah, go. We love you. But it always shocks me when I actually do the research, ask the questions to find out how long it takes people.

00:44:08       There are very few people in their twenties and thirties that quote have it all like the business and the vacation properties and the home and the family and the, the charity and all those things like it takes decades to get to all those things. And they'll, by the way, those are just some of the things that I'm projecting onto you. I'm just saying these are some of the things that might be a part of your definition of having it all.

00:44:28       But the truth is it takes time. And from the outside, we don't always see that. We only, we're only aware of once we're actually aware of someone, right? So we look and we say, wow, look at them and they've come so far. They came out of nowhere. And then if you're like me, you compare yourself and say,

00:44:42       well, why not me? Why is it taking so long for me? What am I doing wrong? I would love, love, love, love to say that this is a beautiful discovery that I had on my own. And



so I'm like reflective journaling moment, but it wasn't, and it took proof of my own to realize this. And so I would encourage for you to look in your life,

00:44:57 to, to see where the things have taken you time and even planting seeds all along. And they've actually bloomed for you. Here's an example for me, you know, in November I was asked to speak. I had an email to speak at an event based out of the UK. And I had no idea how they found me. I was like,

00:45:14 where, how, how did they find me in Vancouver during a pandemic? I, what, so I asked the host, I said, how did you buy me? And he told me, it was from my podcast episode that he, that he listened to you. And he heard me and he resonated and reach out. I recorded that podcast episode over three years ago.

00:45:30 And this is what I've learned. That we're always planting seeds. When I look at the people who have now joined my community, my mastermind and the people that have invested with us as well, it's people that I've connected to, that I've known or have been in touch with me often for years or the very least months, or have an introduced from a friend.

00:45:47 The people that I get to work with. It's, it's someone I met on a dance floor four years ago. It's somebody I met at a bachelorette party eight years ago. It's a person who introduced me one year ago from a former client. It's a college roommate that's reconnected and want support. It's a fellow momma friend who is passionate also about creating financial freedom,

00:46:06 a love that we discovered over baby play time two years ago and having all this proof and realizing all those things has made such a powerful shift because it reminds me to continue planting seeds. It reminds me to, to be a gardener, which is actually a terrible analogy, because if you see my garden, you would know why it is overrun with weeds and mint.

00:46:25 But alas, I really do think about this all the time that we are planting seeds for the kinds of people that we want to be for the kind of life that we want to live. And when you are clear on where you're going and who you want to be, and for me, this is, I want to be a person with integrity, with heart and someone who makes a difference.

00:46:40 When you are clear on these things, then every day, every interaction you have, every email, every podcast, every post, everything you take in everything, you consume, everything you put out there. Every speaking engagement, every, every, every everything, everyone I meet, I'm constantly planting seeds. And so are you for the life that you want to be living the life that you are creating.

00:46:58 And for me that has shifted it. That's given me every single day, a new meaning and more reverence, more patience and more purpose. It reminds me of that every day that I am enough, that I'm exactly where I meant to be. And that as long as I'm doing things in alignment, that I'm doing the right things towards the life I want to be living and the person I want to be,

00:47:18 then I'm exactly where I need to be. And that's my tender reminder for you. That's what I want to leave you with is that reminder that you, right now, you may not have everything that you want. All of your goals may not have come true, but as long as you

continue to show up, you continue to plant the seeds for what you want for who you want to be for the impact you want to have the life you want to create.

00:47:37 Then you're doing exactly what you, what you must be doing. I'll wrap it up with this. Yeah. 2020 was the year an entire revenue stream in my business dried up. It was one where a lot of my clients were afraid. Especially at the beginning, they canceled their memberships. It was a year of working from home. It was a year of trying to do it all without childcare,

00:47:58 without support, without a village. That's, that's the hard stuff. And there was also a lot of good stuff. 2020 was a year. I finally outsourced at the level I wanted to and got the help that I've deserved and kudos to my amazing team. You guys are the best. Thank you. It was a year. I stopped waiting for opportunities and started creating them for myself.

00:48:17 It was the year I seriously considered quitting on every level, literally closing down the community, closing down the mastermind and literally debated quitting my whole business, but I didn't. And instead it became the year I recommitted to the work that I'm doing and the work that our whole team is doing in supporting women to live a more aligned life. We're more committed now than ever before.

00:48:37 And I believe the work that we're doing is more important than I even realized 2020 is when we realized how powerful and how essential our community and our mastermind are to women that are a part of it. And most importantly, it's the year that I realized that we're all just planting seeds every day. They're not going to blossom immediately, but if you focus on the vision of who you want to be,

00:48:59 how you want to impact what you want to create and how you can support others, and you continue to plant those seeds to show up, to be a good human, that things will come to life and things will be your reality. I don't know about you, but I'm certainly leaving 20, 20 much more humble, much more grateful and slightly more patient,

00:49:18 which feels like a really big deal. I'm leaving in a stronger human and entrepreneur, and I'm ready to keep figuring it out in 2021 and beyond. Thank you so much for listening to this episode. If anything here spoke to you, I would love to hear it. Please take a moment, send me a message on Instagram. And if you really loved it,

00:49:36 take a moment and leave us a written review until next time. Remember to keep planting the seeds in your life, the seeds of what you really want. Remember today to just take the next step towards who you want to be and the life you desire. It doesn't have to bloom today or this week or this year, or heck maybe not even this decade,

00:49:55 but trust in what you're creating. Trust that you can do it. And my friend, keep going. Thank you Much for listening. If something spoke to you, send me a message by sharing this episode and tagging me on social media. If you know someone who loved to hear this episode, please share it with them too, because I love surprises.

00:50:18 Make sure you subscribe people in the 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. Thanks again for listening. And I will talk to you in the next episode of the golden girls podcast.

