

00:00:01 confession time. I am not a natural born entrepreneur. Maybe you can relate to this. Are you an entrepreneur who feels like you don't really actually know what you're doing? Are you working really hard and still not making enough money? Or maybe you've had some success. But now you're overwhelmed and not sure where to scale and how to grow your business or just find a way to take a vacation. Have you ever caught yourself saying I just need more followers or I need a bigger audience or bigger lists before I can grow my business?

00:00:29 Oh, girl, I hear you. Yes, yes and yes, I am just as guilty as you. Which is why I'm so excited about this episode. Because I brought in an expert. I have Lindsay Johnson here, business coach extraordinaire, also known as the Radical Connector, and she's here on this episode to get us aligned and into effective action fast. Today's episode is all about why you don't eat a bigger following degree business and how we can stop feeling so lost and overwhelmed. Lindsay shares with us what to focus on so we can make real money and you can make money in your business today so you can work glass and earn way more doing what you love.

00:01:04 That sounds awesome, right? I mean, that's why you went into business with over 20 years of business development experience. And yes, if you're doing the math on this, that means she was growing businesses way before Instagram, Facebook and even YouTube. Lindsey is a business coach for first time entrepreneurs, and I am here for it. By the end of this episode, you're gonna hear the big mistakes that nuan trainers make and learn how to avoid them. We're gonna talk about imposter syndrome and how that limits your success and what to do.

00:01:29 Instead, we're also gonna talk about the things you actually can do to make money in your business, the revenue generating activities that make a difference. Most of all, you're gonna give yourself a break because building a business could be damn hard. And we're here to support you in this journey. So listen and take a big sigh of relief. Because, my friend, it is not you. It's just what you're doing. And that is all about to change. I know you're gonna love this episode. and Lindsay as much as I D'oh!

00:01:55 So listen up, Goalden Girl. Let's dive in. Welcome to the Goalden Girls podcast where we believe you can have it all I'm your host, Lisa Me show And I'm spilling tangible tips, gold getting strategies and real life stories to inspire you to tackle your biggest dreams. You're a woman who knows you're made for more. Get ready to leave the excuses and self doubt behind by being vulnerable, sharing your truth and having honest conversations so you can succeed on your terms Together we'll set goals you'll actually achieve by staying motivated,

00:02:30 having fun and building a community of women empowering women. It's time to tap into your best cell, get confident and truly have it all Goalden girl. Let's dive in. Hey there! And welcome to another episode of Goalden Girls podcast. I'm your host, Lisa. Me show. And you guys, I'm so excited today to welcome a dear friend and the very first guest of Goalden Girls

podcast ever Lindsay Johnson. So, Lindsay, thank you so much for being here today. Whoa! Hi s O.

00:03:05 Because Lindsey is a superstar and she works with entrepreneurs around the world who are brilliant, creative, driven, but are struggling to grow their businesses effectively. And she has over 20 years of business development, leadership, training, marketing in sales experience, which is incredible. And I know we're all gonna learn so much from her. I know that a lot of entrepreneurs we have no idea what we're doing. And so instead we focus on and this is like me talking about me. We focus on what's sexy,

00:03:31 which a lot of the time is. Social media. There's a lot of pressure to be doing the right things, having the likes. But the question is like what actually grows our business? And Lindsay is here to talk to us about what it actually takes, whether you have 10 followers or 100,000 she's a girl to help you grow your business. So thank you so much for being here. Amazingly so, I am super excited to be here, and honestly, I love this topic because, yes, I haven't doing this for 20 plus years.

00:03:58 So I was, of course, teaching business development, sales and marketing before social media when the Internet was still, you know, just kind of coming together. I don't even think YouTube was around yet. And so, you know, it's been really neat to see this progression of how we build our businesses and this the strength or the or the speed at which we can grow with social media. But you know what? You're right. It is sexy, and it is fun, But it's not what's gonna grow our business,

00:04:25 especially those first few years, So I can't wait. We're gonna We're gonna have some fun today. Here. Okay, I love that. And you know what? I have my business degree, which you guys listening. It might think that gives me an advantage. But when I learned to, there was no YouTube. There was no social media. And yet today it feels like all we're being told is that we need a bigger following. So what if some of you know you work with a lot of entrepreneurs?

00:04:46 What are some of the biggest mistakes you see? New entrepreneurs making? Oh, my gosh. Wow. You came out with a really big question. Okay, so you know what? The number one mistake? The biggest, biggest mistake that I see first time entrepreneurs making is the busywork. They're getting caught up in the busy work, and that is often the over. Posting on social posting is fine, but the over posting becomes a problem things like causally working on their websites. Ah, lot of times folks are doing the whole networking thing,

00:05:16 and but, you know, it's very, you know, unorganized in our strategic. And so there's just this whole movement of I'm gonna do everything I can possibly think of to make my business grow and they're doing way too much. It's not organized. It's not strategic, it's not focused, and a lot of times it falls into that busywork category. I can relate to that so much, I think. I'm sure a lot of people listening are gonna hear this, too. And it's really interesting

because a lot of other business coaches and experts quote that I've learned from even Brendan Bouchard,

00:05:49 not to name names. He's fabulous, by the way. I love a lot of what he does, but one of things that I've seen him share is like you need to be posting a social media four times a day on each platform, and anyone who started that that's overwhelming. Is that something that you would consider a mistake. Okay, here's Here's the thing. And you all you're gonna learn about me. Every time I asked a question, I'm gonna say the same thing. It depends. It depends.

00:06:12 It depends on your your business model. It depends on what you're doing on how you grow on where your revenue come from comes from If the main source of your revenue is from social media, then yes, it would make sense that you are doing a lot of work on social media and a lot of posting. But if you're like most first time entrepreneurs and that is not where your revenue is coming from, you know, a specialist first few years, then that might be a mistake. There might be other things you could be doing.

00:06:39 You know, someone like Brendan Rashard. He has spent years years developing his signature programs, understanding his market, understanding, his value proposition. So what makes him stand out why people would want to work with him developing his products. So, yeah, he wants to spend a lot of time on social media, of course, because he's got a big audience that he has been building with actual products that he knows are proven and that people want. So again, you know where I really work is with that first time entrepreneur,

00:07:10 somebody who's generally, you know, 1 to 5 years somewhere in that range and their business. They don't have the audience yet they don't even have their proprietary systems or programs. They don't know their market inside and out yet they don't know what to say. They don't know what to do. And so a lot of times, no posting four times a day on social media, it's not gonna build your business. Generally speaking, now I have to say, If you are an e commerce business, if you are a realty retail business who does a lot of business on social media,

00:07:39 that's going to be different. So again, it just depends on the type of business you are your business model in your revenue streams. I love that. Thank you for clarifying So helpful. So what are some of the other mistakes that you see entrepreneurs making? So I would say not Knee Shing is a really big one, and I gotta tell you, I feel like the word niche has become a trigger word in the entrepreneurial landscape. Ah, would you agree? I'm feeling Trigger. Yeah, I really excited,

00:08:09 actually. Hear you talk about this because it's something that a full disclosure. I've struggled it, and I'm hoping to learn something from this, too. So let's do a trigger away. What was it? Dig into it. Okay. It really has become a trigger word, because it there's this, like, concept of this magical thing will happen that you wouldn't. You need each down. All these magical doors were open and everything will be so smooth. But the problem is, is we don't know how to nature.

00:08:33 You don't know who our niche is and we put all this pressure on ourselves. And so we have this, like, push poll of who kneel. My work is for everybody. I can help everyone. My products are for everyone. And you know what? That's probably true. But as they say, if you're talking to everybody, you're talking to no buddy. And so we do need to neech down. We do need to clarify You know who we wanna work with. You know, I kind of I kind of flipped nation on its head and I I really ask the people that comfortable programs.

00:09:04 Who do you want to work with? What do you want to talk about all day? What are the problems you want to solve? Because there's no teaching on paper. You know, you create your avatar, you right down the list of their, uh ah. Female between the ages of 25 30. Who? Lexa shop it. So, for a I don't know, like we create this Abbott were lemon injuring screen juice, right? It's like, Okay. Okay. Uh, who cares? You know,

00:09:27 what do you want to do? Like, what do you want to talk about? Who do you wanna work with? You know, I really wanna work with, um, you know, women who are transitioning from a job they hate into a career they love who are really struggling with imposter syndrome and feel like they can't do it, you know? And so Okay, we're already getting closer to justice. She shops before, and she wears the lemon. You know, it's like, Okay, we're starting to tap into the problem and the type of person she is and how we can solve that problem.

00:09:56 So when we think about knee Shing, it's not just creating an avatar on paper. It's getting your hands in there with that person getting up, up close and personal. Who are they? What is the problem they're having? How can you solve it and putting yourself at the center of that niche? What do you want to do? What do you want to talk about? Who do you want to work with? And I want to talk for a second about why I say that it is a trigger.

00:10:20 A lot of times, you know, when we're just getting going, we will work with anyone and everybody because we need money. We need experience. Ah, we need to try things out. And so we there's a fear around me Shing that if I say no right, I'm turning away business. And if I turn away that business well, then no other business is gonna come after it. You know, we have this fear of of, um narrowing down and saying no because there's that there's ah,

00:10:48 we don't have the faith of the trust yet That's something else better is gonna come along. Does that make sense? It totally does. And I'm just thinking about that. Even comes I've had clients come to me and say, Well, I'm a scared that there isn't enough clients out there. I'm not gonna make enough money and they're working themselves into the ground, and it just exhausted working with all the people because they're scared of having not enough. Exactly. And so, you know, we have this pressure.

00:11:14 We have this fear we're doing, You know what the books are telling us to do, and we're getting this great avatar on paper. But we're disconnecting from our purpose from what we want to do, who we want to work with, the problems we want to solve. And so, you know, when we when we let go of the feared I know that's not that easy. But when we start to let go that fear

a little bit and relax around new teaching and instead country, the playful and exploratory of approach towards it and just start to work with people.

00:11:45 And you know what? When something doesn't feel right, it's okay to not work with that person or not solved that problem, you know? And then what happens over time and not that long. Maybe. Let's give it a year. You know of kind of playing and exploring. We start to naturally nish down because we start to see not only who we love working with, but where we shine in the problems that we solve. And so, as we get closer and closer to that, we're developing our niche.

00:12:12 And I will tell you the faster that you need, the faster that you grow, the less that you bless people or you work with problems you solve, the faster you will grow because now you know exactly who you're talking to. The problem that they need solved and how to talk to them in a way that they're going to care. That's so brilliant. I love what you said there because it really is about diving in and actually doing the work. And I know this is something that I in some ways I did well,

00:12:40 in some ways I didn't. I definitely have put a lot of focus on trying to build a following without really understanding what I was doing. That was a mistake that I made, and I'm tryingto still correct and one of things that I did really Wow, that Howie is just getting in there So I love the you emphasize that when I first started my business, I coached. Think about 30 people for free just to get a sense of the conversation. So I like having who were the people I like talking to.

00:13:02 What kinds of transitions do I like helping people through what? The one of things that keep coming up? One of the window I helping people get real results and to this date out, I think, was one of the smartest things I did. My business was really just doing it and seeing what happens. And there's a really big difference between doing it from a place of curiosity. Is doing it from a place of fear. Yes, absolutely. And that's why we say, like, let's get the pressure off.

00:13:23 Let's talk about market research as playing right. Let's talk about Knee Shing as exploring and let's really bring that sense of play into it, you know, because I that kind of brings me to another another really good point about mistakes we make, which is trying to force ourselves into boxes way too soon, right? You know, again, your 1st 1 to 3 years in your business Oh, my goodness, it's going to change and evolve so drastically, you know, and the things you did in the first year by your three,

00:13:49 you're going to not even recognize those things, you know? I mean, I'm probably doing them any more, not even saying those things anymore. And so we need to allow our businesses and ourselves to evolve and not try to lock ourselves into a box and a commitment so soon. This is why, like I tell folks who are spending a lot of time and money on business plans, you know, if you're applying for funding or financing or a special program where you need

that, fine. But I'm gonna tell you when you're making a business plan before being two or three years old in your business,

00:14:19 it's all guess it's all conjecture. You're you're guessing you got no no data to work with no fax, and it's gonna look totally different. So different. That business plan goes out six months in out the window, six months into your business. And so you know, again, just not being afraid. Toe evolve. And don't lock yourself in just like play and have fun and get to see what feels good and what feels right. Uh, and then, you know, you get to the point of finding your thing of finding your magic and then Booth things.

00:14:46 Just take a write off. I think we can all just take a collective big sigh. Just release some pressure. I know I can definitely feel that It is so, so big. And, you know, I say the same thing with people's goals. You know, people get so scared. They're like, I don't know exactly how I'm going to do it and what it's gonna look like and how long it's gonna take. And the truth is like you just said it. The business line with any kind of a plan it's going to change,

00:15:10 is going to evolve. And I think we allow ourselves to take that pressure off on, just dive in and experiment and play. I think that's where the magic happens, and I think that's why you know, mindset becomes so much more important than the strategy. Yes, 100%. I think it's like mindset is number one the skills and strategy or number two, but it really is his mindset. First, you know and and understanding that Ah, your business isn't that sort of the same. Rome wasn't built in a day like your business isn't built in a day.

00:15:39 And it's really funny. I get a lot of folks who I work with who have this magical number, the six month number in their head. They all come to me and it's been years, Lisa. Years I've been doing this and it's always the same six months. I should be able to have an idea go from idea to, like, flourishing business in six months. No, no, three years, you know, five years, you know, with social media. If you're a quick learner,

00:16:02 three years, you could. But no, your business isn't built that fast. Businesses just are not built that fast. Obviously, I'm not talking all businesses, right. But generally, you know, a lot of folks are starting service based businesses freelancing careers, You know, those air not built that fast. You know, we're not talking about You know what I was even gonna say, Like the Facebooks of the world. But even the face flexible, they wasn't built overnight, right? It was a lot of time and studying and doing things wrong and figuring it out.

00:16:28 You know it. Businesses take time to grow, and that's another kind of point of just just take a breath. All right? You don't have to try and cram three years with the growth into six months. It's not realistic. And again, you're going to get back into forcing yourself into a box instead of allowing it to grow organically based on what has value to you based on what you love to do. Okay, I know you're speaking right to me. I really, really do feel like you're speaking right to my heart.

00:16:55 And I truly have tears in my eyes because I don't know if anyone else comes like this, too. But I see these posts that are like I built my six bigger business in 24 hours and seven figures in six months and all you know, these people that are showing these ads and promoting these programs that are showing these cool overnight successes and and it can be so frustrating to be on the end of that and Toby like, Well, I'm doing this work, and why isn't it working? And it's just such a great reminder that things do take time to be built.

00:17:27 And I know you're going to talk to us about revenue generating activities, and you mention that busywork is a is a is a problem. You don't wanna be doing that. But I love when you just sat about the fact that it does take time to build something. Riel. Um, So maybe if anyone else is sitting too, this too. And you're hearing what Lindsay said. Maybe you could just reiterate that, Lyndsey one more time for those that speak, write to her heart that need to hear that that it might take time that not only will it might,

00:17:52 it will. Um, listen, folks who say I built a business from zero thio seven figures in six months, it's just not true. The thing is, is that you're not often seeing the years behind that building their audience of crafting their message of craft in the proprietary product. Your system, um or you know what? There are a lot of folks that can put a really pretty website together in a really pretty sales funnel. And for sure they can drive that initial first launch of, you know,

00:18:21 higher price products like like, huh? That sounds so harsh. But there's that whole concept that there's a sucker born every day. I'm sorry, it's harsh, but we will buy things when they're pretty. And they look nice, and And so, Yeah, there are people that are out there doing that. And, you know, listen, I'm gonna say this all the power to them. If you find a way to Tim, package what you've got and sell it. But I've seen you guys has been 20 years.

00:18:46 I've seen a lot of garbage out there, and so you just gotta look past the pretty pictures and you gotta look at is this thing that's being sold of value doesn't have legs that have longevity. You know, that's one thing, but also Ah, lot of times we don't see the years like 23 years behind that, where they were developing their audience and their messaging and all that. And then they go, Oh, I launch this thing. And in six months, I was here. But you've been doing it for three years behind the scenes,

00:19:16 so that's not fair. But I'm going to say something. I think that those people also feel the pressure to have to repeat that message, because that is that, you know, sort of perpetuating cycle that we're in right now. This whole you gotta build fast, you got to be the best. You got to be the top. And I think it's just this really toxic cycle in entrepreneurship, especially online entrepreneurship, where you do have to have his magical seven figure, at least six figure number within six months or you're considered a failure.

00:19:45 Like OMG. No, I think I just want to say thank you for sharing that and for just giving us that permission to know that it's going to take time. And you caught me there. I said it might take time. And you were like, No, it will take time. So thank you for catching that. Thank

you for reminding me to see even I try and soften this stuff for myself because I'm like, Oh, but maybe it won't, but it will. It's gonna take time.

00:20:07 And, um so thank you for sharing that. I'm curious. Like, why do you think we fall into this trap of needing more wanting more followers More, More revenue have haven't happened faster. Why do you think that is Oh, boy has a loaded question, Lisa. So, I mean, our culture is set up that way. Social media is set up that way. Um, we know we know their studies out there that talk about the addictive, you know, habits or or or sort of elements to social media.

00:20:41 Um, I think that there is a really high, like, unreasonably high expectation of avoiding failure at all costs, and so we could never be perceived to be a failure. You know, I think that there's also a lot of aspirational. Um, you know, programs or people are messages out there that we should be aspiring to beam or an aspiring to be the best. You know, live your best life. And I think that we have as a society, we have started to place more value on how things look in on how we feel and so living your best life.

00:21:18 You know, on social media that looks like vacations and cute puppies and all the best fashion and food. The news boys, you know. But how do you feel? Oh, my God. Let me wrong there. I mean, I am addicted to smooth the bull posts and plant post. Okay, They are my weakness smoothie bowls and plants. Okay. But you know what I mean? Like, there is that aspirational. But you know what? Are we aspiring to our re aspiring to looking polished,

00:21:47 but, you know, being disconnected from that authenticity in that vulnerability and real nous, you know, or I you know, I don't know globally, I don't know. But certainly in my circles, I'm experiencing a real backlash to that perfection where people are craving connection. Really, this vulnerability. Um And so now we're starting to really focus on How do I want to feel? Write what? You know what is aspirational, Lee? What is that? Joy? I want to feel that happiness I want to bring in.

00:22:15 And so, you know, it's kind of like How do I say this like, there's two ways you can go. You can either buy into sort of that toxic. As I said, uh, perfectly curated, kind of look out there where there's no failure and everything's perfect and you grow fast. Or you can get riel and connect with the folks who are also riel about the struggles. You know, entrepreneurship is no joke. Friends it is hard. Hey, have a okay, It takes time.

00:22:42 It takes a lot of putting ourselves out there, taking risks, being uncomfortable making sacrifices, you know? But this is why I talk about, you know, we can't just talk about the Avatar on paper, right? Like what is that deeper purpose? That impact you wanna make? What do you want to do? What do you want to talk to you? Because, my goodness, if you're gonna put in the time in the work, it's got to be something you love to have that that endurance,

00:23:03 right? So So, yeah, when it comes to striving for perfection or striving for fulfillment, you know, you have to make that choice for you what it is that you're you're aspiring



to. And then which role models you're following for that? This is why I'm so grateful to have you on here. Because I think we're so aligned on this and I find the same thing with any goal. Really? You know, people come into my programs or come to work with me and there they want to lose weight or they want to make six figures or have this title.

00:23:34 But so often and it's the same thing. I think with business, you know, you think you want like you said that six month mark or have a certain number of followers,

00:23:41 and we don't always remember the connection about what that's actually gonna do to us. So one of the questions I like to ask people is,

00:23:48 how long after you achieve your goal? Will it take for you to be happy afterwards? Because so often we just think it's about the more or it's about the number or it's about the title and forget about what the actual feeling is that we want and what we're trying to create with our lives because living our best lives,

00:24:06 you know, I say that and I try. I know it's a cliché, but it was really about what that means to you.

00:24:11 And it's not has nothing to do with how it looks on the outside. All the hot feels like inside.

00:24:16 So I love that you just took something that I that I share with so much and brought that right to business because it's super important that through our businesses we haven't This is where you know you asked.

00:24:26 I heard you say around teaching you specifically sad? Who do we love working with? Where do we shine?

00:24:31 What? The problems you want to solve. Notice. None of that is like how many followers do you want more?

00:24:36 You know how much money do you want to make? It's like, really getting into the the juice and the meat and the love that we have in ourselves and that that then involves their business and how we show up for our clients.

00:24:46 So thank you for sharing that and And also got a big clap for the building. A business is hard,

00:24:52 eh? Eh? Oh, my gosh, for sure, But I pushed a baby out. I have a lot of hard things.

00:24:59 And for me, I find building a business has been the best personal growth journey because of all the fears I'm putting myself out there and all of these having to check in with all these things around my own ego and my fears and procrastination and excuses.

00:25:10 And I struggle with all the things and you guys know I'm pretty open about that. I want to be so thank you for bringing that up,

00:25:17 Lindsay. So I mean, could we just talk about imposter syndrome for a second, like, Yeah,

00:25:22 yeah, yeah. So for a long time I said, I don't struggle from this, and then now I know I do.

00:25:31 So can you tell us what imposter syndrome is? Absolutely. So imposter syndrome boils down to the belief that you haven't earned with your success that you've got or you don't deserve it in some way.

00:25:43 It is this deep feeling, Ah, that you were a fraud and that any moment everyone's gonna find out that you have no idea what you're doing.

00:25:51 So OK, when I heard that description for I got to say this, but that didn't really resonate with me for a long time.

00:25:58 For like, years and years. I was like all these other women and their imposter syndrome That sucks for them.

00:26:01 I'm sorry. I just want to share this like real life examples of where I've where I've struggled. So even,

00:26:09 you know, last night I had a beautiful friend of mine share a YouTube video that we did, and she's got a pretty big audience.

00:26:14 And she posted it this video about Mita, her and I talking about gold setting steaks and howto how to correct those.

00:26:21 And I noticed almost right away there was comments and likes and stuff, and I could feel my impossible.

00:26:26 I'm coming up being like, Oh, my gosh, people gonna realize I don't know what I'm talking about.

00:26:29 Or what if I said the wrong thing or like, all these thoughts started coming up and like, that is an interesting thing from positive.

00:26:35 No more talk about goals all the time for years now. And I never I didn't have that come up every time.

00:26:41 But last night, on a new platform in a new arena with a bigger following that came out and I realized myself I was like,

00:26:47 This is why I don't have 10 million followers yet is because I'm not ready for. Do you know what?

00:26:52 This is so interesting. Okay, so imposter syndrome. Obviously it comes up the most when we're out of our comfort zones.

00:26:59 When we are stretching beyond ourselves, which that makes sense for you. Goals is like your sweet spot.

00:27:05 There's no process syndrome there. Right? But the man you got to the YouTube Oh, my God.

00:27:10 You know, and I was talking with someone the other day actually was like literally three days ago, and we were talking about,

00:27:16 um like like when people don't know when people are not experiencing imposter syndrome, she said. I bet you it's because they're not stretching enough.

00:27:25 They're not doing the becoming other comfort zones enough, and it was like, Oh, that's an interesting perspective.

00:27:32 I'm very curious to kind of investigator that little bit and is that the reason is it that you're playing safe?

00:27:40 Here's my interpretation on this is, I think imposter syndrome a can. I love that reframe their that If you're feeling a positive image because you're getting out of your comfort zone,

00:27:49 I think that's amazing. And that's where I'm positive. It was really great. I know personally, I've also experienced in positive where it's held me back,

00:27:56 huh? And I haven't applied for something because I'm not ready at all. I don't know enough yet,

00:28:01 or I've held back from inviting people to come work with me because I don't feel like I'm at their level yet.

00:28:06 And I think there's probably times where Imposter Syndrome can positively can be a positive occasion that we're doing make things,

00:28:14 and as long as you don't let it hold us back and be really powerful. And there's times I know for me,

00:28:18 definitely where my imposter syndrome has impacted my success in a negative way. And unless I pick up on that and recognize that that's not the truth,

00:28:26 that it's not true that I'm not ready and that if people don't wanna work in the they're just gonna say no,

00:28:29 I could still ask, right? As long as I can see it for what it is an imposter syndrome and not the truth that I then hold on to.

00:28:37 It's gonna hold me back. I love it. I love it because this sounds exactly like what we talked about in the Impostor Syndrome workshop we did for your,

00:28:43 uh, Goalden Girls community. Yes, that's exactly it. Right? Like it is. Yes. Side note plug for the Goalden Girls community.

00:28:49 If you're not a part of it yet, go join because you're going to get access to a bomb Imposter syndrome workshop.

00:28:55 But yeah, we talked about that. We talked about, um it's a lie, right? Connecting to the lie that imposter syndrome is ah,

00:29:03 and and finding the truth in that. So that we don't crumble because here's look thing, friends. The more successful you are,

00:29:09 the more imposter syndrome is going to kick in. Okay, It doesn't go away because the bigger that we get,

00:29:16 the more it's like, Oh, my God. Oh, my God. Oh, my God. And so we we can not stay small.

00:29:24 We cannot crumble under the weight of that self doubt, we have to develop the tools and the resilience and the support system to be able to lean on and in,

00:29:35 utilized to step out of that imposter syndrome or oh, my gosh, nothing Great. What ever happened?

00:29:41 So what is your biggest tip? If you're facing in positive or anyone listening this if you're If you're coming up against that,

00:29:48 how do you over comment, too? To get this exist you want as an entrepreneur? Okay. The biggest tip for overcoming and prostitution is an entrepreneur as an entrepreneur,

00:29:57 eyes going to be. First of all, we're gonna go a little deep here, friends a little deep,

00:30:02 uh, when it's first of all, connecting to it and and recognizing when it is at play. Ah,

00:30:08 what are you avoiding? How are you procrastinating for some people they hide for others, they become overly aggressive and assertive to compensate.

00:30:16 Uh, so just recognizing when it's a play in your decision making and your actions and reactions Ah, and then getting getting real about what this self talk is,

00:30:26 you know? What are you saying to yourself? Ah, what is that voice whispering in your ear?

00:30:31 You know, if you can track that to somebody else because oftentimes the voices in her ears are not ours.

00:30:38 Those little gremlins come from you know, parents are, you know, media or teachers. And the thing is often from when we were kids,

00:30:45 anyone doesn't need any personal growth work. We know most of this garbage comes from or more kids, you know,

00:30:50 so just kind of trying to connect to where that voice comes from and starting to recognize that it's not your voice.

00:30:56 And it probably is not even true anymore. Ah, and so when we can see the lie in that voice,

00:31:04 then we want to really connect to that truth. All right, read client testimonials. Talk to your biggest cheerleaders.

00:31:11 I was talking about getting into the magic of what you do. Go work with someone go get on a podcast,

00:31:15 go to a Facebook live, You know, get into that magic of what you do so that you can use that action to springboard you out of that.

00:31:23 Like, Is this just a lie? It's just an old story that's trying to keep you safe and trying to keep your small so we can recognize it.

00:31:29 Ditch it, get in the magic of what you do and just keep moving forward. I just love everything you say.

00:31:35 Thank you. That's this Overly Get in the magic what you do. And I love that you emphasize,

00:31:39 obviously going deep. That's super important. Recognizing that and also the action, I think those two things only put those two things together.

00:31:45 It is like peanut butter and jelly. It is where the magic is, right, so good, right?

00:31:49 You have to tell you I want you to say so. I told him trapped in you for a second.

00:31:53 I want to share. You know, there have been the three times in my business. My business itself is six years old.

00:32:00 I've been doing this a long time, but my business just came into the world six years ago and there were three points along the six year journey to to this point,

00:32:09 and I expect there will be more where, whether it's imposter syndrome or like if you get into the Woo like there were some vibrational shifts happening for me,

00:32:19 you know, I was I was on the precipice of a big leap forward, and I remember there would be days friends where I was working while my entire body was shaking and vibrating.

00:32:32 And there was a shake in my voice because it was just so riel and I could feel that that big,

00:32:39 giant leap that I was in the middle of taking I had jumped, chosen to jump off that cliff and,

00:32:45 you know, not down, up, up I was flying. And that's scary. And, you know,

00:32:50 we talk. Who's Marianne Williamson that talks about like our greatest fears of failure? Our greatest fear is being awesome.

00:32:56 I know that was a terrible power freight prayer phrase. Uh, look her up. She's got a great quote.

00:33:00 But, you know, we talk about that, not the fear of failure, but the fear of of massive success of massive growth because that level of exposure can be really scary for a lot of people,

00:33:13 and so failure is almost easier to mitigate than massive success. And so, you know, I've been at that.

00:33:21 You will be at that point where you decide to go for it and take that big leap and understand that it might feel uncomfortable.

00:33:28 And there might be days where you're vibrating through your entire day and just take a deep breaths and lots of walks and just trying not to lose your nerve while you take those big leaps and and it it is very riel,

00:33:40 and every one of you is going to be a face with a time where you can shrink or you can leap,

00:33:44 and it's going to feel uncomfortable. Lean on your biggest cheerleaders. Talk it out. Meditate, go for walks,

00:33:52 exercise whatever you need to do to continue that momentum forward and not shrink back. Wow, shrink or a leap.

00:34:02 Really, that's so good. This is a slightly different direction than I originally thought we'd go, but let's go down here a minute here.

00:34:11 So I think there's two perspectives on this. I'm curious what your what your thoughts are, so I've and I know Some of you guys listening to this are gonna because I know you guys talk to me about this and you say,

00:34:21 I know what my business will get better or my life will get better and everything will be better when I just have more followers.

00:34:27 Or if I just get more engagement or my having more people on my list when I have more success than my business will grow,

00:34:36 why isn't that always true? And I get the sense that there's, you know, definitely this success thing.

00:34:41 And then there's also what the actual work is. So you want me to talk about this in terms of this fear of success?

00:34:49 Oh, I do. I'm gonna give me a minute to let my brain wrap around that question. So we're talking about the this belief when I have more followers,

00:34:59 things will be better and connecting that to the fear of success. You know what? I think it comes down to what I had said earlier about exposure.

00:35:08 Ah, to get more followers. And actually, no, I'm gonna hit hit pause on that because the word followers is a little dehumanizing.

00:35:15 Let's talk about audience to grow your audience. It requires you to put out really content of value and substance that people can relate to and connect you,

00:35:28 which means we all need to be more vulnerable and more real. Which means that we have that, you know,

00:35:33 burn a Brown talks about the vulnerability hangover We have that level of exposure and putting ourselves out there and pasta syndrome kicks in like it's just a domino effect.

00:35:41 And I think that for a lot of people, we we sit and we stew and we spiraling that.

00:35:48 And it stops us from ever hitting record from ever hitting post rate like 20 steps back because we're already thinking 20 steps forward and the fear around that exposure rain.

00:35:58 Yes, yes, I think fear of failure is what most people automatically think of. But I do see think that fear of success actually holds people back more than I even realized because it just means more.

00:36:09 It just means the world is going to get more of you, and that can feel really unsafe and also unknown.

00:36:15 Right and again, you know, we talked earlier about the pressure, and I think that the more our audience grows the more were seen as a leader or an influencer or an authority or an expert.

00:36:28 We put more pressure on ourselves to be even more perfect and have it all together and have all the answers.

00:36:33 And so it's like we just sort of lose that nerve because we think that again, that's where you're going to see an imposter syndrome kickin.



00:36:42 Who am I? Who am I to do that? Who am I? Why would people listen to me?

00:36:45 You know, And so I think it. I really do think it's all sort of, Ah, hot jumble of elements all.

00:36:53 It's like I keep thinking of us like like we call like a traffic. Was it called trash? There was a cold trash fire.

00:36:58 That's not it. I don't know, Remember, I'm not cool. I don't know any of this.

00:37:03 There's a phrase that the kids use, but it's like it's like a hot garbage. I know that I have no chill.

00:37:10 Zero chills. You don't. I was I was on a flight yesterday and I was sitting an emergency exit,

00:37:16 and the gentleman was talking about how to like, take the emergency door off, turn it sideways and throw it out the window.

00:37:22 And I was like, You mean you did help the window? Like, I know that I gotta eat this door out the window.

00:37:27 If there's an emergency s I know eat. I'm okay. I'm cool. Wear super handy around the way which I think would use the word hip.

00:37:38 It means we're not. But that's okay. I know. I think we're, like, 20 years late,

00:37:41 but yeah, but getting back to that, I think it's I think it's a whole jumble of a bunch of different things.

00:37:45 But I think it comes down to ultimately exposure and more success means more exposure. And that is uncomfortable.

00:37:50 And that could feel unsafe and unknown. And I think that's when people shrink subconsciously, unconsciously, I think that that we shrink because of that unknown exposure for sure.

00:38:01 Yeah, and I have women that say things like, Well, if I'm already or sometimes they realized something Don't you know I am already this busy?

00:38:08 What if I had more like I've already not, You know E already have 45 un read text messages.

00:38:14 Hodo I do wanna have 1000 and all these g m's and How am I ever gonna handle it? Or there's also fear of what will my family think?

00:38:21 You're What would my hold my relationships, you need charming friendships. Changes a lot of that too. So thanks for diving into that.

00:38:27 I know it was a little different than what we were thinking about connecting to you, but I think it's worth bringing in here because we can always go back to what you were sharing with us and running positive.

00:38:35 You know, how is this showing up? What's the self talk? Connecting to the truth and sure living to get into your magic?

00:38:41 Because we are oh, so capable. And we can only should use imposter syndrome as an indication that we're doing the right things were stepping out of our comfort zone and not as permission to hold ourselves back from what?

00:38:52 What we're capable of. Yeah, absolutely, Absolutely. And understand that relationship, they're gonna change friends.

00:38:57 You're leveling up. You're leveling up. You're you're graduating two different levels in your life relationships. They're gonna change new ones.

00:39:04 They're gonna come in one's it no longer serve. You are probably going to leave that that you know,

00:39:10 this sounds so terrible, but it's like that's the price of success. I mean, that is the price of success because your vibration is going to change.

00:39:17 Your mindset is gonna change, everything is going to change. And so you know what ends up happening is we have less time for toxic people.

00:39:26 We have less time for negativity. We have less time for things that don't matter to us. You are in line with our values.

00:39:34 That's not a bad thing. I don't think that's a bad thing. And so allow for that allow for the amazing miss to come into your life and the things that no longer serve you to leave when it's time for them to leave.

00:39:47 It is just another reason why I love you, because I just think when you share is so much more than just business.

00:39:53 But you are my go to in business because e. O. Okay, so here, let's let's go here because I'm curious about this.

00:40:04 So I'm I'm convinced. And what my Okay, Full disclosure. I'm about 98% humans, and I'm sure you'll share things with me to get me over this hump here.

00:40:12 Now I hear you I don't need a bigger following or a bigger audience or more engagement. That's not how my business is gonna grow.

00:40:19 So what is gonna help my business actually grow? Yes. Yeah, And I want to write a preface that,

00:40:24 you know, you talked about that earlier. You said you went out and worked with three of 30 people for free to just get some traction to get some.

00:40:30 Understand your market, understand your offerings. Right? Listen, that was gonna build your business, working with people.

00:40:35 But am I saying don't build your following? Don't build your audience. Heck, no. Uh, heck,

00:40:40 no. Build your list. Build your audience that there is so much money in that for you. Revenue and potential revenue and referrals and opportunities.

00:40:52 Build your list. Build your audience. Absolutely. But understand that in your first few years of your business,

00:40:56 if your main revenue isn't coming through social media followers, okay, then you have to do other things around that.

00:41:03 And that's where we talk about those RG A's right, those revenue generating activities. And it's often things like,

00:41:09 yeah, like getting out and networking strategically so that you're getting in front of the people your potential clients.

00:41:16 I call them your people. Sees your perfect potential clients. You want to get in front of them?

00:41:21 You wanna you wanna get to know them and what their problems are on the language they're using and how you confessed served them so that you can connect with them faster,

00:41:29 bring them in work with them every time you work with somebody. Oh, my goodness. You're gonna collect more data so that you could do it even better and talk to them even more strategically in a targeted way.

00:41:40 So, yeah, things like networking things like community building. You know, there's building your audience, building your list,

00:41:47 and then there's building a community. Okay, Can you talk about what that difference is? Let's do it.

00:41:52 Let's do it. I'm on a roll. I'm on a roll. Okay, so let's talk about community building.

00:41:58 Okay? So, community, build it. So when we have a list that tends to be a one way communication,

00:42:04 right? We're sending an email out and people are reading that email if we're lucky. All right. Same with on social media were posting and people will like,

00:42:12 maybe they'll share. Sometimes they'll engage when you have a community that is more about creating a container off multi directional communication.

00:42:23 So whether you're doing a Facebook group or you're creating a cool app for you've got her in real life group of some sort.

00:42:30 But you've got a container where you're putting everybody who is just a superfan or their those cheerleaders and champions for you.

00:42:38 They may work with you one day they may not. They may be your biggest referral. They may open doors to new opportunities.

00:42:45 It's a totally different model or or dynamic than just a one way communication that is social media or e mails.

00:42:52 Does that make sense? Yes, it does. Where do I put them? So okay, let's talk about coming back around connectors for a second.

00:43:00 Yes, Yes. OK, Yes. And you are a great example of this yet, so I have a community called Rad Connectors.

00:43:08 OK, my company is called the Radical Connector. That is me. My company are sorry. My community is Brad Connectors because it is full of people who are super rad and want to connect.

00:43:16 And so I have a Facebook group and they come into this group and it is a place so that the tagline of the group is supporting your entrepreneurial journey inside and out.

00:43:26 And so I bring in experts. I share stuff. It's all about developing your business skills while also developing yourself as an entrepreneur,

00:43:33 Right? We talked about that mind set in that personal growth, so that's the foundation of this community and what he brings people into it.

00:43:41 Then once they're inside, Oh my gosh, we have a roll index where they get to add themselves,

00:43:45 they get to work with each other, get business, hire other people. We have events in real life.

00:43:51 We have events online. We have people doing like they're they're becoming best friends. They're collaborating on projects together,

00:43:57 they're sharing resources. They need something they ask in. The community responds. It becomes, as I said,

00:44:03 this multi directional communication, this whole community of people that are here having fun, supporting each other, growing together,

00:44:10 you know, making friends doing their thing. So that doesn't happen on the email list. That doesn't happen on INSTAGRAM account,

00:44:18 right? And so again, email list instagram accounts Very important. I am not saying Don't build them 100%.

00:44:25 You have to have as a part of your strategy. But when you've a community, it's a very different thing.

00:44:30 You know, it's a great way to establish yourself as an expert. Ah, as somebody who's a leader,

00:44:35 it absolutely will drive business and referrals and open up opportunities to you that you wouldn't have otherwise had access to and,

00:44:42 of course, tons of support. It's a great way to collect data and understand your market even more.

00:44:47 It's a great place to test out new new programs or products, right? So it's just having a community like that.

00:44:55 It is so beneficial to your business growth and also your business acumen and establishing yourself as a leader and an expert in what you do.

00:45:04 I love that. Thank you for sharing that distinction, and I've got to say the right characters is phenomenal.

00:45:09 Such a great group of people. And Lindsay, you are. You practice what you preach, which is another reason why I'm such a big fan of you and why,

00:45:16 You know, I wanted to have you on the podcast because you do. What you say and you show up is a leader.

00:45:20 Every event that I go to that Lindsay is speaking at, she asks the audience, who were the rad connectors and everyone that's in her group.

00:45:26 We put up our hands and it's like, Hey, I see you, I see you, Yeah,

00:45:28 let's cool it supposed be friends And she really does go above and beyond to create community and to really build up a culture of inclusivity and getting things done and rad people connecting in,

00:45:41 building businesses. So you definitely do an incredible job of that. And I'll make sure as well that there's a link in the show.

00:45:46 Notes to the round connectors. Yeah, absolutely. It's a great musical young, perfectly loves. You have to have you and I It used to dispute for entrepreneurs Nam opening up to entrepreneurs as well.

00:45:55 You know, the people that want to start a business one day, right? But yes. So we talked about the networking,

00:46:01 but doing it against strategically we talked about, and when I say strategically, it's thinking about who you want to meet,

00:46:07 where they're hanging out, what you're going to say when you meet them, you know how you're gonna follow up with them.

00:46:12 You know you want to really be strategic and intentional. There we talked about community building, and then public speaking is another really great weight to build your business.

00:46:21 And public speaking could be on things like podcasts or insta stories or Facebook lives. It could be in real life on panels or keynotes or workshops.

00:46:29 You know, the three things that I talk about all the time. Networking, community building and public speaking are some of the fastest,

00:46:35 most importantly, cheapest. Ah, and easiest ways to start to build your business. Grow your network,

00:46:41 and savage yourself is an expert. Ah, and then the social media and list building is a complimentary part of building your business.

00:46:50 Because guess what, friends. In a few years when you really nailed down your proprietary products or service is you've got your market,

00:46:58 you're Nishi or know exactly what to say to them and how to say it. Guess what? You're gonna want to create a one too many products you're gonna get ready to scale your business scale.

00:47:06 Your service is you're gonna be really happy. You've been building your audience and your list the whole time,

00:47:10 so you still have to do it. Just remember what brings in money And what in my building for future future development.

00:47:18 Okay, I've gotta ask two questions here because I can imagine what people listening might be thinking. So 1st 1 networking community building public speaking.

00:47:28 What about the introverts? I know for me, I'm like, this is my jam. I could do this all day and do nothing else.

00:47:34 One about the introverts. Like, how do they do this In a way that feels good for them.

00:47:39 Okay, I gotta tell you, you guys, I did like the Myers Briggs test, and I am 96% extrovert.

00:47:45 Okay, I'm 100%. Okay, I believe it. I believe this is why you and I get along so well.

00:47:51 It's also why, whenever we get to room together, the roof blows off. Okay, so that's it.

00:47:55 But you know what's really funny? I don't know if you've heard of the HSP, the highly sensitive personality.

00:48:00 Hello? Tell me. Okay. It's super cool looking up. HSB high sensitive person Get the book.

00:48:05 It's really awesome. Ah, it is all about how the brain doesn't block out as many sort of signals and incoming information during brain development.

00:48:14 It just It just didn't develop the same way. And so people who are HSP they are taking in a lot more data.

00:48:23 Lights are brighter noises louder, you know? I mean, people are picking up more on people's body language.

00:48:27 You be more sensitive to feelings. Do consumers get a lot of chronic pain? It's a really, really neat thing.

00:48:33 When I first learned about this, I read it in a magazine somewhere and it said, You know,

00:48:37 do you find that you have to go to a dark, quiet room to recharge? And I was like,

00:48:40 Oh my God, yes. And so I dove into it and like this is 100% what I feel.

00:48:44 So imagine being an extrovert who also is super easily overwhelmed by lots of noise, lots of crowds, lots of sensations,

00:48:52 right? So even though I'm not an introvert, I 100% can relate to it because that stuff exhausts me.

00:49:00 Okay, so absolutely, I love working with introverts or people who have social anxiety or shy because I can relate to you.

00:49:09 Y'all I get it, I feel you. So you know, my advice is don't go to giant networking events go to small,

00:49:17 intimate ones, you know, say I'm gonna talk to two people and then I'm gonna give myself permission to go home.

00:49:22 You don't have to talk to every person in that room. You know, if it comes to public speaking,



00:49:27 if you know it's gonna be a drain on you, give yourself a buffer day before and after, so that you can recharge.

00:49:33 You know, it really comes down to what do you need and then give that to yourself. Don't think you have to compete with the extroverts.

00:49:41 You don't have to. You can do it your way in a way that feels really good for you.

00:49:46 Yes, that's so good. I also want to say one of things. I'm also an extrovert. But I've done a lot of reading on introverts because a lot of my friends are introverts and my client's been introverts and one of things that I really believe is that introversion Also there's a such a gift to that too,

00:50:03 and that so many people that just the intercourse that I know they can connect people on such a deeper level faster and so personally.

00:50:12 Then I may be able to s o. I would say that there's so many gifts in that, too,

00:50:16 and the ability to have really great one on one conversations in the ability to connect with people in the ability to see people,

00:50:23 um and and really get them fast. I think that's such a gift. So I think that thanks for everything that you shared there and I believe that.

00:50:32 But you said they're, you know, do what works for you. Lean into that lean into your strengths because there's a lot of strength there,

00:50:37 and you just you network you community about the public, speak on your terms in ways that feel good for you.

00:50:42 And it's not only for extra versus it's for everybody and you any human. Anyways, it is it absolutely is.

00:50:47 And remember that introverts in extra first. It just means as introverts. You get your energy from being alone and extroverts.

00:50:53 You get your energy from being with people. That's all it means. If we're talking about anxiety or shyness or HSP or overwhelming apostle syndrome.

00:51:01 Those are other things, and those can be managed and dealt with, right, so, you know,

00:51:06 I think that I just don't I would hate to see somebody get really hung up on labels and think that it's a no go for them when it is something that they really can learn to manage in a way that feels good for them and honors them.

00:51:18 Ah, but they don't have to be trapped by it or in a prison by it. Awesome. Thank you.

00:51:23 Yeah. Thank you for highlighting that. This is the strategy. These tips can really be for everybody if you know what works for you.

00:51:30 And you can, um, lean into your strengths and work through those challenges in a way that feels good for you.

00:51:37 Yeah. So he was my other kind of resistance or thing that I wonder if other people are thinking this too.

00:51:44 Okay, so I'm supposed to be networking and community building and public speaking. Um, and I should also be growing my audience,

00:51:51 And I have to be delivering my clients like, Oh, all the things that go. What's the question?

00:52:00 You wanted to smiley scream for a few minutes? Yeah. I mean, Okay, you want to know?

00:52:07 You want me to answer what I assume is your question, Which is How the heck do we do it?

00:52:11 huh? Okay. So this is why I talk about RG A's over busywork on and I talk about No,

00:52:17 don't post four days, four times a day on social media, because busywork there's essential busywork and non essential busywork.

00:52:24 And you're absolutely right. There's so you guys, what do we just say? Entrepreneurship is hard A f You pushed a baby out of you,

00:52:31 Lisa. And you still think this is harder? Okay. Yep. So it is hard, and that's again.

00:52:38 Why we say you gotta love what you do, because, gosh, darn, you're going to be working so hard.

00:52:42 Okay, so the first thing that I want you all to do right now is stop trying to cram a year's worth of business building in two months.

00:52:53 Okay, this is why I say that one more time. Yes. Stop trying to cram a year's worth of business building in two months when I say it takes time to build the business.

00:53:07 What you just said is exactly why, Because there is so much to do. But also there's so much to learn.

00:53:14 And there's so much of our own internal stuff that we gotta work through. So let's all just agree to take our foot off the gas a little bit here and not put so much pressure on ourselves to make things happen so darn fast.

00:53:27 All right, then we have to We have to develop. And Liz, I know you and I are the exact same on this.

00:53:33 We have to develop that thing. What is the one thing that we're focusing on right now? And then based on that one thing that we're focusing on,

00:53:41 what is the things? Whether the RG ain't the nonessential busywork, the busywork? What is stuff around that that I need to focus on And this is a part of entrepreneurial maturity.

00:53:52 Okay, We have to get good at taking things off of our plate and putting ideas on the shelf until we have the space to do them Does Why,

00:54:00 again? Who? We need to stretch this out over years. Because we cannot. I always say you can do everything.

00:54:07 You just can't do it all the same time. Okay? All your great right? All your great ideas.

00:54:13 You know what you'll get to them and okay, I gotta tell you, you're not gonna get to all of them life short,

00:54:17 but you're gonna get to the ones that count the ones that matter to you. Okay. But sometimes,

00:54:21 like I have a wall in my office that is all posted notes of ideas. I don't act on every idea.

00:54:26 Otherwise, it's like shiny objects, Andrew, I'd never get anything done. So the wall where my ideas go and when their time I pulled him off and I do them Take your focus.

00:54:35 Think about the RGs that will serve that friends are g is need to be where you spend most of your time in your business.

00:54:42 Because if you're not making money, you're not going to stain your growth and you're not gonna be able to use your business without your business.

00:54:48 What will close? So you focus on your r. G A s. You focus on your essential busywork and you try to get rid of that nonessential busywork as much as possible so that you can grow but still maintain your mental health and your social life,

00:55:01 man, family, life and health and all the things Hey, all the things, all things. So I heard you say,

00:55:07 you know, over posting on social media, tweaking your website over and over again. What are some of the other things that may distract us from what really is important?

00:55:18 Netflix. Um Okay, so yes, over posting on social, like doing like again. Blogging is great.

00:55:28 Great for s e o great for building your audience, you know, do like one a month and then re purpose it all month.

00:55:32 You don't have to have one come out every every week. Okay. You know, um, and again,

00:55:37 I'm not I'm not saying I'm a social media building expert, and everyone's business is different, But I'm just kind of trying to give us some perspective here,

00:55:44 you know? You know, Post want some weak on social media, you know, um, what else do you have about website?

00:55:50 You know, things like, ah, there's so many little things we do like, I've decided that I'm going to learn quick books this week,

00:55:59 okay? I mean, it is important, but instead of spending a whole week learning QuickBooks, can you spend two months learning quickbooks and make more room for those r g A s?

00:56:10 You mean because everything feels urgent and important, But again, do we have to do it all right now Or can I just work on it a little bit and stretch out the learning over time?

00:56:20 So I have more room for RG Ace. So I think it's more about looking at how much time we're giving a busy work.

00:56:26 And can we spend less time over a longer length of time to make more room for RG A's? Oh my gosh,

00:56:34 Preach it, girl. Preacher, Preacher preaching. So raising the roof Just the last three episodes of 78 and nine of the Goalden Girls packets were all about time.

00:56:43 And that's one of the biggest questions that I and Gorgeous Ass is like, What is your capacity? How much time do you actually have?

00:56:48 And then the question is, what are you spending your time on? So how do you suggest entrepreneurs get?

00:56:54 Really? Because I think it's it's easy for me to be like how everything I'm doing is important. Everything is urgent.

00:56:59 But how do I and has everyone listening like How do we actually know we're doing the right thing? How do we have that real talk with ourselves?

00:57:08 Is it making you money, Huh? Okay. The thing that makes me lie Listen, you know,

00:57:14 if you're just biology, I'm a Capricorn. We like to make money. We're good at making money.

00:57:18 Listen, isn't making money, okay? The thing that makes me laugh the most laugh also shake my fist at the universe is when people tell me I'm gonna make time.

00:57:25 I have to do this thing. I'm gonna make time. I gotta get this done. I'm gonna make time,

00:57:28 Friends. You cannot make time 24 hours a day. That's it's what you got. And so it's like we need to prioritize.

00:57:38 We need to make sacrifices. We need to take things out of our schedules to make room for the things that count.

00:57:45 So when you say, how do I know if it's the right thing? Is it making me money?

00:57:50 You know? Listen, that's the assumption that you want your business to make money. Everyone's business is Aaron different place.

00:57:56 Maybe right now, you're not worried about red revenue. Maybe you legitimately need to get your website built because you're,

00:58:02 uh, e commerce store and you cannot sell without a website. So then, if that's your priority,

00:58:07 get your website built. Don't do the other things that are just a distraction. All right? They're taking you off of your main focus.

00:58:14 And so if it's, I need revenue than what are you doing? What are your RG ace? How are you?

00:58:19 Generating revenue. That's get your site built. Maybe you want to develop your public speaking career, and so you need to nail down your keynote,

00:58:27 get that thing written, get practicing it, get it recorded. Get your video promo. Riel made.

00:58:32 You know, whatever your thing is, your focus right Now pick that focus, and then do it and get really,

00:58:41 really good at noticing. When you're doing that, busywork and friends gonna tell you often time. But we're doing the busywork because we're afraid of doing the real thing,

00:58:50 right? We talked about imposter syndrome. We talked about all that already. So if you're procrastinating, if you're avoiding,

00:58:56 you gotta look at why, and you gotta do what you gotta do to get through that so that you can get back to doing the things that matter.

00:59:01 They're gonna help you bring that one. Focus in to reality. Holy moly. Yes, I can relate.

00:59:07 Thio. All of that I've noticed. And this is the thing that I recommend with procrastination. If you notice yourself across a ting.

00:59:14 Look at the trends. What do you keep progressing on? And why is that? And I 100% progressing on things that are the harder things,

00:59:19 the things that are scary, the things that I'm like I don't know if I'm going to do a good enough job on this.

00:59:24 And so it's super. I love that you just brought that up because, look, I'm not the Netflix in and Binger,

00:59:31 um almost a Netflix and show cause I didn't even know what that meant until, like, a year ago.

00:59:35 I've been saying it for a long time, but, uh, remember, no chill over here. Um,

00:59:41 okay, the option. What I say what I say when there is Netflix, men avoid it's Netflix and avoid uh so that's not my problem.

00:59:48 My problem is a do more do more, do more, Do more. Angeles do busy bee Think that is where that's where I lean into personally.

00:59:57 So I'm sure there are the Netflix and borders listening and then I am pretty sure I'm not the only one here that also just leans into trying to make other things better and perfect.

01:00:05 And while avoiding the things that are actually make a difference Because we think that if we're busy that that means for a successful,

01:00:13 that means that that counts like busywork doesn't count. Right? But the busier we are, the more we think that we're working towards that goal,

01:00:21 the more we think we're going to make money. And it's just not true. I mean, for all those that don't want to work hard,

01:00:26 can I get a hallelujah? Because guess what? Busywork doesn't matter. Doesn't count, right? All the council is the work that you're doing that actually brings results in.

01:00:33 So you all don't have to work so darn hard. You really don't. Okay. All right, I'm all in for for working less hard.

01:00:39 That sounds pretty darn good to me. So here's a question for you. Your signatures in and congratulations.

01:00:44 By the way, that's thank you. That's amazing. Go girl. Love it. If you were starting your business from scratch now in 2020 where would you start?

01:00:54 And what would you focus on list building 100% less building. Ah, you know what a lot of folks think.

01:01:00 I don't have something to send them. Okay, It's okay to start building your list. Just just start collecting the mouse.

01:01:05 Build your list. Okay? That's something I wish I had done. Now, to be fair, who I was six years ago is not who I am.

01:01:10 So the people that were on that would've been on that list six years ago probably would almost likely would not be on that list anymore,

01:01:16 but still build your list and build your audience. Absolutely. Do that right from the beginning. But,

01:01:22 you know, I really wouldn't change. Okay, Well, to be fair, this isn't my first business,

01:01:28 so I kind of knew what to do. But, like, I wouldn't Here's what I wouldn't change.

01:01:32 And here's what I would recommend. Take your time and play network your buns off. Build that community,

01:01:39 do lots of public speaking and just be in the trenches with your market and talking about what you do.

01:01:47 Because when you're talking about it over and over and you're working on, you're speaking and you're getting his clients.

01:01:52 You're you're just gonna needs so much faster, which is what we talked about. And then you're gonna be able to in the end,

01:01:57 foot that and grow so much faster. Also, the more that you work, the faster you'll develop your own signature program or products your own your own proprietary sort of system.

01:02:09 So again, just list building, audience building and then just play. Get in the trenches and just pull a as much as you can until you find your thing.

01:02:18 Okay. The other thing I was gonna say to is that mindset is huge, like like work with whether it's it's a course or a coach or a program.

01:02:27 You know, there's this thing where we have to do it ourselves. You know, we have to be a self made business owner,

01:02:32 right? With hate that self made. I'm not self made to the community to get me to where I am,

01:02:37 you know, it's gonna get community, get you to where you are. Okay? So also work with people who can help you get there.

01:02:43 And also who can help you with your mindset? Because we said mindset is number one. You were going to get in your way way more than anything else.



01:02:49 This planet will Okay, so, working on that mindset and then also learning the skills that you're missing,

01:02:55 it's gonna speed up your growth. So good, One of things that you said that I just want to hold out here.

01:03:02 I know sometimes people say, Well, I just wanna have ah digital business or create the passive income.

01:03:08 You know, like him. I never shard. And Rachel Hollis and Amy Porterfield. Why don't you recommend people just try doing that are like,

01:03:15 Why is that? Why is that so hard? Long route. Okay, so you can I'm not saying Don't do it.

01:03:22 You can But there's a saying passive income is anything but passive. Do you all know how hard those people work?

01:03:29 It's not that I just create a program. That's it, right. But here's where Amy Porter filled and Brenda Bouchard are more for Marie.

01:03:37 For Leo. Where are all those brilliant people? Ill. I'm a big fan of Gabby Bernstein. You know,

01:03:41 all these people have been at it for, like, 10 years. Plus, and that's what we don't see as an outsider looking.

01:03:50 And we don't see that decade of the learning and the growth and the perfecting their message there thing, understanding their audience,

01:03:59 right? And so you can go ahead and just create an online thing. Go for it. I'm not telling you not to.

01:04:04 I'm not saying it's not gonna work. It just depends on your business. And it depends on your goals in your outcome.

01:04:10 But, you know, for me, I knew from the beginning that I wanted to build an empire.

01:04:15 I wanted to build a great big business with legacy and longevity. That would just be incredible. So I was willing to take the time to really understand my market and the problems and how I could best solve those.

01:04:29 So if I were to skip that step and just go right into online marketing and creating a product, I'm guessing,

01:04:35 actually, I'll share an anecdote. When I first started my business, it was actually a networking business.

01:04:40 It was called the Networking Boutique, and I had this mission to teach. People had to network how to connect,

01:04:46 and I really wanted to help entrepreneurs for their businesses through networking. The problem was, I was doing all corporate gigs and post secondary workshops,

01:04:55 and I wasn't accessing first time entrepreneurs because they didn't care. They thought they were networking. They didn't care about networking late into the connection between networking and building a business.

01:05:05 So, you know, I was like, I'm gonna create this online program. I'm gonna have this whole thing.

01:05:10 And for the 1st 2 is my business. I was all about the networking boutique, and teaching entrepreneurs had a network.

01:05:14 They didn't care, they weren't connecting with me. And so I realized I was addressing the wrong problem and I was saying the wrong things.

01:05:21 And so, actually rebranded I started change up what I was saying and that, by the way, came to me because when I would work with entrepreneurs,

01:05:29 I didn't care about networking, but they had no sales system, didn't know how to do sales, or they were overwhelmed and didn't know how to access their audience.

01:05:37 Right? I was starting to understand the real problems I had to address through my work with them, which allowed me to pivot,

01:05:43 allowed me to re brand and allowed me to change my messaging and my programs. And so what I thought was gonna be this really badass.

01:05:50 You know, networking. Uh, school networking course became my other main flagship progress program. Here's to Entrepreneurs Academy That would have never happened.

01:05:59 If I had just guessed it started pumping up content, putting it online, having that those first few years in the trenches with Mike,

01:06:05 my people, my market was essential to what is growing now. Thank you for sharing that. I think that's so great to hear.

01:06:14 And just to remind us that in order to create something scale on something really big first we have to figure out what we're doing and who were helping how we're doing it.

01:06:22 And it might change over time. So I love that you said, You know, that mindset of building an empire?

01:06:27 I think that's such a great way. I try and think about that, too, that I'm here for the long term.

01:06:32 And that's where you know, seeing these things that, like build your business seven figures in 18 months.

01:06:36 Okay, But you know, I think there's also so much power and looking at over the long term and saying,

01:06:41 How can I get really, really good at this? And no, it's so well, then I can share it with more and more people and grow it.

01:06:48 But first the step is to do it well to get in the trenches to do the real work and to know your people.

01:06:54 Oh, so well, yeah, it's all about understanding your market and what they care about and the problems that it has said Your sweet spot where you shine,

01:07:01 right And and then how you could talk to them. And what do you love, who you love working with?

01:07:05 Yes, who and what you want to talk about all day long What problems want to solve all day long,

01:07:08 All day long, All day long I won't talk about goals. That's all day, every day, right that I love it all the Yeah,

01:07:14 totally my poor husband. He's like, aren't you done after 10 hours? But come on. All right,

01:07:19 OK, so one more little tweet to that question. And that is what if you were doing your business is a side hustle.

01:07:25 How would your plan look different? Cause I know a lot of people are in there nine to fives and or maybe they're full time parent and they're trying to create something on this side.

01:07:34 What is How would you do that? So it's obviously going to be slower. And first of all,

01:07:39 what we've been saying this whole way through, which is give yourself a break and let it let it take the time it's gonna take.

01:07:44 You know, you've got other priorities right now, and that's fine, right? When you're when you're thinking about your idea,

01:07:51 you know, I just again it's getting in the magic of what you do. It's getting out in connecting.

01:07:56 It's all the same advice. Just getting out and connecting. Talking about it, doing it. You know,

01:08:01 again, I don't want to tell people. Don't do things online. Go and create some online workshops.

01:08:07 Go create a group coaching program. You know, go do all that. Go put it online. Don't expect to make millions.

01:08:14 Don't expect it to be instant, passive revenue and that you're gonna instantly find your thing. But get out there and try it online.

01:08:21 In real life, just try it. And every time you do something, what works? What doesn't what works,

01:08:28 what doesn't and keep pivoting until you find your thing? And so even somebody who's working part time, it's the same thing.

01:08:35 The only added, you know, added sort of caveat to that is give yourself a break and understand it's gonna be a slower build,

01:08:41 and that's okay. That's okay, man. We got nothing but time. Life's going to going in one direction,

01:08:46 right? So just take your time and follow that light within You follow that joy. And what feels good Follow what feels good is not just some of the best life advice,

01:08:57 the ho too. And it's like advices. Business advice. The really good stuff, right? Follow It feels really good.

01:09:03 I love that you said that about just taking the pressure off. Because if you're already overwhelmed, if you're listening to this and you're like,

01:09:09 how do I do? Even more more is not the key. More is not what's gonna help you?

01:09:14 The key is to change referring your mind and give yourself permission to slow it down and to know that might take you longer.

01:09:19 And that's okay. And like you said, like, life is long like life is short, but life is long and the time is gonna pass.

01:09:25 So five years, 10 years, 15 years it will pass. And you're gonna be so happy they didn't burn yourself out the 1st 6 months and never try again,

01:09:33 or that you persisted and build it in your business in a way that was sustainable for you or whatever goal you're working on,

01:09:39 right? But this is very specific to business and entre ownership. You're gonna be so happy that you didn't give up and so happy that that you did keep going and did it in a way that felt good for you instead of burning out crashing and then thinking there's something wrong with you or thinking that you're just not good enough of business or you're never gonna figure it out.

01:09:53 So you just given us so much permission to take pressure off of us to give ourselves breaks to give herself a break,

01:10:00 really? And to just follow what feels really good? Absolutely. If you all haven't read the tipping point yet to recommend it as well,

01:10:06 it's a great book. Ah, but it talks about again the tipping point when when you know all the work and all the hustling,

01:10:12 all the grind gets to that point of, uh, when it just it goes on its own. You know what?

01:10:16 Just that tipping point happens in Booth off a ghost, and things become a lot easier. It's gonna be the same in your business.

01:10:21 You're gonna feel like you're working so hard and nothing is working. And then all of a sudden do that worked away.

01:10:26 Mentor that worked, who hang on. That was really easy. And your business will hit a tipping point where it will take off and grow with much less effort on your part.

01:10:36 Um, so stick with it. You know, resilience is such an important part of business and setting realistic,

01:10:41 realistic expectations for how long things take and when you understand that it's not six months, that's 3 to 5 years,

01:10:47 and you could just take the pressure off and just sort of fastidiously work towards feeling good. But also what's effective and what you love to do.

01:10:56 You will hit that tipping point where it will take off. And I gotta say, though, if you've been in business three years plus and you've not hit that tipping point,

01:11:03 you've not found your thing. You need to you need to work with somebody who can help you with that,

01:11:08 because something is not working. Something is not working with what you're doing. Um, and you're not learning fast enough,

01:11:14 okay? It's all about how fast you are. So speaking of learning is a Segway that I was aiming panem,

01:11:19 but I think we can go here, talk to me about your your training because you have an amazing free training.

01:11:24 Seven. Mind going reasons your business isn't growing, which I've taken and definitely took away some notes and I'm working on one key R J from that.

01:11:32 Tell me more about it. Like what? Who's that for? Okay, so this training is for anyone that's working your butt off and I'm making money.

01:11:38 I'm gonna start up there. They're working their butts off and they're not growing. And, yeah, it's a seven mind blowing reasons your business isn't growing and what the heck you can do about it.

01:11:45 And it really is breaking down seven key things that you're missing. Ah, you know, I often talk about It's not It's not you.

01:11:55 It's what you're doing, you know, and we just gotta find what's broken. And so I take you through these seven things and then I give you ah,

01:12:02 whether it's a series of questions or some sort of action to get into to help you get on aligned so that you can start getting in the right direction and doing the right things.

01:12:12 It's not you. It's what you're doing. So good. Like tattoo that on your forehead there, Lindsay.

01:12:17 So s So we're gonna link to that in the show. Notes there. And I also have it at least to me.

01:12:22 Show dot com forward slash seven reasons. You grab it there. It was really helpful. And Lindsay,

01:12:27 everything you'd create is just amazing. And you also have on a program called Irresistible Entrepreneurs Academy and full disclosure You guys,

01:12:34 I'm I'm a proud affiliate for Lindsay's program. I have been just learning so much from her and seeing her program,

01:12:42 and you probably noticed she's sassy and she flips advice on its head and it works. And Lindsay, I think,

01:12:50 is this fireball um, just this perfect mix between the strategy and the mindset and also the the love that you need to do this and the curiosity.

01:12:59 And let's just let's just figure this out and we can do this. So tell us a little more about irresistible on Trainers academy and yeah,

01:13:06 who that's for. That was everything I loved, how you said the love and let's just figure this out.

01:13:12 That's and that really is. That sums up the program. You know it is. It's an online program.

01:13:17 Ah, it's It's a combination of sort of a d i y. There's there's videos and workbooks and all these wonderful things,

01:13:23 but we also meet Bi weekly live as a group, and it's a really magical group of people that just we're figuring it out together.

01:13:33 And it really is for those folks who are generally under three years so that there, over a year into their business,

01:13:38 so they've got the idea. They kind of know more or less where they're going and who they want to work with.

01:13:42 But there's that sense that something isn't working. I'm not growing the way I know I can not making money even though I'm working my buns off.

01:13:51 And so I developed this program again. This is like 20 years of experience boiled down, so this is my brain boiled down into a program where it really is the education of you and your business.

01:14:04 This is a business school, and it takes you through all the important elements that you need to be able to build your business.

01:14:12 So you know, the very first module we start off with the modules called Stop tripping on your words.

01:14:17 What do you do? Because I'll talk to people 10 15 years into their business, and they still can't answer.

01:14:23 What do you do at a networking event? You know, in a way that is clear and, you know,

01:14:27 relatable and whatever. And so, like, we start off right off the bat, we get in there with what the heck do you do anyways?

01:14:33 And how do you talk about it in a way that's gonna attract your PEOPLE sees your perfect potential clients,

01:14:38 you know? And then from there we go into this really again. I've I've formatted it really specifically each module built on the next one and is taking you through building the foundational elements of your business.

01:14:49 You know, what are your revenue streams? What's your revenue stream ladder looking like over the next five years?

01:14:54 You know, we talk about your RG A's. How are you gonna build a community? We get really strategic with your public speaking your networking on.

01:15:01 Then, as you said the whole way through, we're talking about mindset, you know, My job here isn't to teach you.

01:15:08 I'm not giving you a template, Toaff, although I am teaching you how to think like a business person.



01:15:13 Think strategically and I'm teaching to the skills that you need to go out and build a business. So it's just Oh my God,

01:15:20 I love it. It's the best program ever. It's my it's my baby. Oh, you know,

01:15:24 what is the stuff that I've learned from you? It's so good and exactly what you just said. It builds upon each other and you,

01:15:31 you also make it really human and help us see not from a place of judgment, from a place of love of like Okay,

01:15:37 I can It's better I can make this happened better. So and I know you've had some amazing results from people in your program that have figured out,

01:15:44 made page weeks and created successful businesses, so it's only open for a little bit longer right when the doors close.

01:15:51 So so it's actually a relief place for now, So the doors closed a registration for new students on November 30th this year,

01:15:57 2019 and it will be opening again in March. So it's also going to be getting, um it's gonna be getting an upgrade.

01:16:05 We're gonna be including a social summit in the in the upgrade programme. Because, as I said, it is important to use the the awesome tool that is the Internet and social media,

01:16:15 but in a way that a strategic and serve your business needs now, not in the future. And so not only you're getting was found station all elements that were going to be teaching you had about the business you're gonna also hear from some of the best in list building and Lee generation and,

01:16:29 you know, sales funnels and CEO and adds manager Facebook ad manager. I'm bringing in some great experts.

01:16:34 And so it's really coming coming out into a full on business schools that you will be set for the sport first few years and you're business.

01:16:43 Um, the price is also gonna be getting a nice big upgrade. And so I'm super psyched because anybody that joins before the end of the month bye bye,

01:16:51 November 30th they're going to get an automatic upgrade to that new new full program at the introductory price. Some broody psyched about that.

01:16:59 So definitely for folks that are feeling like I'm working my buns off. I have this vision. I know what I want to do.

01:17:06 I've got this empire that I want to build. I just don't know how to get there. Now is the time that you're gonna check this out.

01:17:12 If it's right for you're gonna want to jump in Ah, and then get a ll the magic. That's so great.

01:17:17 Thank you for sharing that. And there's a reason why I wanted to talk to you. This is why I connect with either do the wine.

01:17:22 When people come to me for business questions, I'm like Goto Lindsay and it's because I feel like you do teach people how to think like a business owner.

01:17:29 And that being said, you don't just teach people a bunch of templates. I really believe that you have such a different approach to business than so many people.

01:17:35 I think that's why your students are successful. I think that's why you're successful. And I believe that you're helping people build a business.

01:17:41 It's gonna last a long time, and you're helping people build empires here, which is so, so big and also making sure that they have the mind set to take them through that because this crap is freaking hard.

01:17:52 Oh, my God. Yes. So way need the support. We need the community, and we need champions like you leading us.

01:17:58 So, um, the link to Lindsay's irresistible entrepreneurs academy is in the show notes. You can also go to lisa me show dot com forward slash entrepreneurs academy.

01:18:07 All the links air there. Lindsay, Thank you so much for this. Thank you. Thank you.

01:18:12 Thank you. Where else can people find you? Come join red connectors. That's the best place. Yeah.

01:18:19 I mean, I'm all over social under radical Lynn's radical I i N d s. But just join Brad Connectors and come hang out with us.

01:18:26 I'm I am super accessible. Most people can book a call with me Just a talk us to be like heres rhymes stock or here's rhyme.

01:18:33 Nervous or excited, I'm a really accessible. So come join the community and then yeah, let's hang out.

01:18:38 Are you guys hearing how much time on revenue generating activities RG A's Lindsay spends, like listen to how she just practices what she purchased so amazing.

01:18:47 Okay, now I didn't tell you. This was coming. But I want to do a little lightning round so quick in just here.

01:18:52 Right? Look, do it. Tell me what's one goal you're working on right now? Mm mmm.

01:18:57 Air. Just launch burners Academy. Really, really blowing it up to its full potential. Cool. What's one thing you can't live without chocolate on one.

01:19:07 Good one. Do you mean in business or in life? I'm gonna guess chocolate shows up in both.

01:19:16 I mean, honestly, it shows up in both. Okay, Sorry. What is my morning routine?

01:19:19 Okay, so I get up and I go to kick boxing, and then I have a smoothie and I meditate.

01:19:25 And then I might refuse some e mails or read or hang out. And then by 11 o'clock, I start my day.

01:19:31 And that's right, friends. I don't start my day. Tell 11 a.m. My work day. I'm just want to hug you and kiss you right now because you're fabulous.

01:19:38 I love that. Okay. All right. Really serious question here. Poutine. Are you a cheese curds or shredded Kurt?

01:19:44 Shredded cheese Girl. I hate poutine. It's the grossest thing on the planet. Okay, friendship off.

01:19:49 Goodbye kick me out. I'm sorry. I don't like it. It's so brown. Okay? I clearly don't do a good enough job of vetting my podcast.

01:19:59 Guests of my apologies, guys. I like you know, I like fries and gravy, but this cheese curd is just is just too much is just too much people.

01:20:08 Oh, my gosh. I just don't even know where to go with that. As that totally blindsided me.

01:20:12 I've been I've been shocked. Okay, Well, I'm a big poutine lover. And, uh, next time I'm gonna check that with my guest up front.

01:20:19 So, Lindsay, you're lucky you made me cut, girl. What, Would you go back and tell your 20 year old self?

01:20:28 Divorce him? Oh, feeling that maybe never topic. All right. And what is wondering that still in your heart that you're making to make happen?

01:20:41 Uh, one dream. Still, it may hurt that I'm going to make happen. Oh, my gosh.

01:20:45 You know what? There's actually a lot. Um, I'm gonna say, have a family so beautiful.

01:20:53 Amazing. Oh, my gosh. I can't even tell you for a talk about business. I feel like I've been on the verge of tears or goose bumps or fist pumping for so much of this.

01:21:03 Lindsay, Thank you for showing up. Thank you for sharing your wisdom. Thank you for being so fun and relatable and for really giving us permission to take the pressure off ourselves.

01:21:12 Like you don't even know how much I know For me, that means a lot. And I'm sure for those best listening to,

01:21:16 I think soon as we are own worst enemies and you just it has all breathe a collective sigh of relief and made us laugh.

01:21:23 So thank you. Oh, you're so welcome. Thank you so much. This has been a lot of fun.

01:21:30 Thank you. And you guys check out. Okay. You You have options here, joint Lindsay's red countries community.

01:21:36 It is awesome. I am in there too. And I'm a proud round connector. Check out her free training.

01:21:41 Seven. Mind blowing reasons your business isn't growing. I guarantee you're gonna learn at least one or two.

01:21:46 Or maybe all seven that you're doing that you can change and do better. And if you're looking for incredible support in a business coach that walks the talk that teaches you had a girl a real business on social and more importantly,

01:21:58 beyond to actually making money. Lindsay's irresistible on tomorrow's academy on incredible stuff that she's doing here. And you guys are gonna want to get in before the deadline.

01:22:06 And, you know, if you're listening to this, by the way in the new year, I'm sure it's still gonna be worth the upgraded price because Lindsey knows her stuff and she is so all about adding value,

01:22:14 value value. So any time you're listening to this, it's gonna be worth joining. But, I mean,

01:22:18 if you could get in well, it's still at a cheaper price. Hey, that's a beautiful thing.

01:22:22 So make sure you don't miss out on that. Alice Weissman's If you're listening in the New Year and the price has gone up in a few,

01:22:28 message me and say, Hey, I heard your podcast. Ah, from Lisa's gold Goalden Girls, Can you have work something out for me?

01:22:33 Yes. Give me a show. We'll work something out. Oh, my gosh. I just want to hug you right through here.

01:22:37 Don't you just love her? Thank you. Oh, my gosh. Oh, okay. I'm gonna stop the love fest over here because I could go on all day,

01:22:45 but thank you. That really means the world to me. Thank you for doing that. For for our community,

01:22:49 for our listeners and for our humans. So thanks so much. I hope you have an amazing rest of the day.

01:22:55 Amazing. Thanks so much. Thanks for listening, everybody. Thank you so much for listening. If something spoke to you,

01:23:01 send me a message by sharing this episode and tagging me on social media. If you know someone who loved to hear this episode,

01:23:07 please share it with them too. Because I love surprises. Make sure you subscribe to Goalden Girls podcast today.

01:23:13 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.

01:23:20 Thanks again for listening. And I will talk to you in the next episode of the Goalden Girls podcast.