



The Limitless Women Podcast Ellen Rogin

In today's episode, I had the pleasure of talking with my dear friend, Ellen Rogin. Ellen is a generous giver and she's been a vital support to the creation and growth of our Limitless Women community. Known as an Abundance Activist®, Ellen has made her life's work educating, counseling, and guiding people to grow their prosperity and to use it as a force for good in their lives and in the world. During our lovely interview, Ellen and I have an unplugged conversation about her experiences with giving and what she sees as current and relevant for all women growing their financial independence and legacy today.

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- [00:27] Find out what you will learn about in today's episode.
- [04:24] Learn about how Ellen became involved with philanthropy, and how she believes it is a skill you can learn.
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Episode Transcript

[MC] Welcome to the Limitless Women Podcast. Our mission is to help women business owners, like you, grow profitable businesses and actualize your opportunities to serve and give to yourself and others. Here's your host, the founder of Limitless Women, Laura Gisborne.

[Laura Gisborne] In today's episode, I had the pleasure of talking with my dear friend, Ellen Rogin. Ellen is a generous giver and she's been a vital support to the creation and growth of our Limitless Women community. Known as an Abundance Activist®, Ellen has made her life's work educating, counseling, and guiding people to grow their prosperity and to use it as a force for good in their lives and in the world. She is the co-author of NY Times best-seller, *Picture Your Prosperity: Smart Money Moves to Turn Your Vision into Reality*.



In addition to the powerful message of her [TEDx](#) talk, The Surprising Way to Teach Your Kids to be Smart with Money, her work has been quoted in such national publications as The New York Times, Money, Time.com, Forbes.com, and The Huffington Post. As a certified Teacher through The Search Inside Yourself Leadership Institute, Ellen teaches the mindfulness and emotional intelligence leadership program which was developed at Google – Teaching leaders tools for focus, self-awareness, and resilience.

During our lovely interview, Ellen and I have an unplugged conversation about her experiences with giving and what she sees as current and relevant for all women growing their financial independence and legacy today. Enjoy the show!

[Laura Gisborne] Let me just start by saying, Ellen Rogin, thank you so much for making time to chat with me and share your experiences. You've been such a generous, generous giver in all the years that you and I have been friends. You've really contributed to our Limitless Women Community and brought your talents and your wisdom and your superpowers really to us again and again as a speaker and as a girl friend and as a community member, so thank you again for chatting with me.

As I said to you before we started the recording, I just wanted to really have an unplugged conversation about your experiences with giving, and then also to feature you and just having a conversation about what's current and relevant. As a woman who's been really successful in life and business and really well connected, I know that you have lots of insights that will be helpful for other women as they're discovering their path. They're figuring it out, and isn't that really what we're all here to do, is to lift each other up, so, thanks.

[Ellen Rogin] Thank you. I'm so excited to be here with you and your people. It's always so uplifting. What an honor. Thank you, Laura.

[Laura] Thank you. I'm just trying to remember. I texted you this weekend and I was like, "Hey, let's chat." Who introduced us initially? Do you remember?

[Ellen] Yeah, Monica Liddell, who you met through eWomenNetwork --

[Laura] Interesting.

[Ellen] She's like, "You need to meet Laura." My distinct memory of you was you were in Chicago where we're having lunch. I got all in this cute outfit to come have lunch with you and there was this huge downpour, so I walked in totally drenched.



[Laura] Oh my gosh. Yeah, it was great. We just had this most amazing love affair at lunch, and then we got connected because you introduced me to Tammi Leader Fuller and we got to the Campowerment together. That was super fun, so I don't know exactly how many years we've been friends, but it's been amazing. Thank you so much.

Tell me a little bit about where did philanthropy start for you. Is it something that -- because I know you've always been such a generous giver. Is it something that you grew up with? Is it something that you experienced a certain "aha" moment? Was it always with you? Tell me a little bit about where it comes from for you.

[Ellen] It's such an interesting question, Laura, that I don't think anyone's ever asked me before. What I think is important about the answer is that it's a learned skill. My parents weren't generous and they gave to charity, but it wasn't like a value that was specifically articulated when I was growing up.

I think the first real experience we had of it was when our son was about 12 or 13. He was getting bar mitzvah that year and we love traveling. I said, "Oh, no, no" because I was a financial adviser and I'm going to be super responsible and we're not spending extra money. At the same time, I had talked to a friend who -- it was right after the earthquake in Haiti and he had been there and did volunteer work. He's like, "People here don't even realize what poor is." I had this "aha" like we could do a volunteer trip and then we're doing something good. We have a family experience. That was the first time we did a volunteer vacation together. We went to Costa Rica. Our kids were learning Spanish. They're both fluent now.

[Laura] Nice.

[Ellen] Then from there, we went to Ghana many times and we were also in Peru, and it was such a great way to have an experience with our kids where they could see that their stuff wasn't what made people happy. They became friends with kids in other countries who had very little, who were happy and they played together. I realized that those kinds of connections really felt good and made our family connected and better.

As I'm saying this, I'm also reminded that this isn't really philanthropy, but it's this idea of what goes around, comes around. When I started in business and I was taking sales courses and things because I was an accountant, not someone building a business, I met a woman named Suzanne Stone, who was in a networking group. It was like a leads group where you have to give leads to other people.



I had lunch with her and she said, "Ellen, here's the thing. What you sow, you reap. If you go to this meeting and you're the person who gives more business than anyone else, people are going to want to know who you are." I'm like, "Oh, okay."

That was always how I've built my business, was through generosity, who can I help, how can I help them grow their business, and not a give to get, which that kind of sounds like.

[Laura] Yes. No, it's big.

[Ellen] It's a give to give and knowing -- like if I give to you, Laura, you are a generous person and you would probably try to give back, but even if you couldn't or didn't, it would come back to me some other way because I was knowing if I'm introducing you to someone that's going to be a valuable introduction, your programs will be valuable, whoever goes to them, and I will get something back from somewhere else. It's just the way that it works.

[Laura] Well, this is really my life's work, if you will, is uncovering what's the energetics of this, and it's more than giving to get. I know that we get to give, but I can promise you, I didn't know that as a child or as a young person might, so each of us has a journey with how did we actually become aware of the power of giving. I feel it's a little bit like the waves in the ocean. Do you know what I mean? We've put it out there and it's going to come back, but we don't know when or how or what size, so it's this place especially right now with people feeling so lost and uncertain of feeding our faith, feeding that which we know is going to return, but we just can't always see how.

[Ellen] When you're out there giving and you pay attention and you notice, "Oh, that was really cool" like I was doing a webinar and then someone who I haven't talked to in years just called me and asked me to do something for them, which is a great opportunity, so noticing and with the faith, as you said, that there is a connection there even if we can't figure out exactly how or why. I think more of those experiences and paying attention has, at least for me, had me getting like, "Oh, this works. This is something that's good." It doesn't just feel good, but it's a cycle that works.

[Laura] There's something more. Yeah, and I think it's an interesting -- there have been books written on the go-giver and things like that. I think that what I'm in the inquiry of is what we call my Scooby sense in my family, that there's something that we're going to uncover that's actually a higher level of evolution for us as beings. We talk a lot about Maslow's Hierarchy of Needs and how we started survival and then we get connected to the other, and then there's self-actualization.



I won't get into that too much here in this conversation because I know you are familiar with all that, but I've just seen the piece around, "Then what?" I feel like there's something way beyond the self-that's in the giving conversation. It's an expanded opportunity.

[Ellen] Yeah. In the interesting time we're in with clearly suffering and sadness and dysfunction that we're all seeing and feeling, and people may be feeling it at different levels maybe very personally, on the other side of that, there's this beauty out there, this connection. I live in a nice suburb. People are walking all the time. People, I don't know why, don't usually say "hello". Everyone's like Mayberry now in where we live and it's so lovely. Besides actual acts of heroism and major contribution that's happening, my hope around this is that it's cracking something open in us that's going to have a fundamental, positive change for the way our business is done and the world operates.

[Laura] Do you know Byron Katie?

[Ellen] Mm-hmm, not personally.

[Laura]: I don't know Byron Katie, but I saw her on Oprah years ago and it was one of those things where somebody said something that just stuck with me forever. She was saying to Oprah that whenever an opportunity comes through for her, an opportunity or a challenge, I think that's how she was referring to it, she always asks herself, "Is this my work, is this your work, or is this God's work?"

I feel like what's happening right now is God's work whatever your belief system is or your path to Divine because there's no way that this could be happening for the entire planet and all of us as humanity if there wasn't some bigger purpose. I think we can't see it because we're so in it. We are on the scale. I haven't got my Fauci fix today, but wherever we are in the process of it, what I know is that we'll be on the other side. I know that. I know that we'll be on the other side, and what we don't know is what that will look like and how we'll do business. I'm just a firm believer that something beautiful is happening and that's not to pooh-pooh for the families who are losing loved ones. There's definitely a lot of pain in the experience.

There will be losses, but there'll be a whole lot of us still here. What do we do with this? What do we do with this new awareness? What do we do with this new understanding? It's going to be fascinating. It's going to be fascinating to see.

[Ellen] Yeah. Our mutual friend, Lynne Twist, has been doing some beautiful work around this.



[Laura] I've seen some of these videos, yes. They're fantastic.

[Ellen] She's so involved in so many amazing things, but we know that she's involved as an activist for the environment, and just already seeing how the environment is repairing itself through this pause is so heartening to me without people driving and flying as much. I realized there are people losing economic opportunities because of all those things, so I don't want to step over that, but there is, as you said, this beauty. I got the chills when you were saying there's this bigger plan at work. I, as an optimist, just hope that we step into that higher "we" as a collective "we", and "we" as individual "we" can step into this more positive vision of greater purpose, greater contribution to each other, making things better for ourselves and our communities.

[Laura] Yeah. I was just talking to my girlfriend, Sandra, before you and I had this conversation, the power of community. I think there's an incredible opportunity that I do see right now. We had tended to complain or was kind of in the zeitgeist or whether you're talking about being isolated, working from home or working alone. Now, we actually really are at home and yet we're not alone and we have this beautiful opportunity to be connected with each other right now and choose our communities. I think that's a tentative leadership. We were talking about giving and receiving and this piece around one doesn't work without the other, choosing to allow ourselves to be supported and be vulnerable.

I was on a call this morning with a group of businesswomen that are really high-profile, high-powered women. I don't know what I'm doing there. I'm like the cheerleader for, "Yay! Let's all just be friends and love each other and give all of our money away." They're like, "Okay. What are you doing here?" It's interesting as I watch women in leadership roles discover the power of vulnerability, the power of how much strength it takes to be vulnerable and really say, "I don't know." What's happening there is a whole other interesting piece that's coming up because none of us knows, so we get to be with each other in the not knowing, which is pretty exciting.

What's happening for you? Again, we're recording this so we can edit anything out, but just because I'm curious about this. You sold your business a few years ago.

[Ellen] Mm-hmm.

[Laura]: What's inspiring you these days in your work?



[Ellen]

Well, at the moment, what's inspiring me is to share the mindfulness skills and training that I did a deep dive in last year. I got certified in the Search Inside Yourself Leadership Institute as one of their trainers and this was a program that was born at Google and it's a mindfulness and emotional intelligence. What I love about the program is it's really digestible for people in business. Yes, they would totally encourage people to sit in meditation, but if you don't have 20 minutes to sit and meditate and watch your breath or however you meditate, you could take three breaths and have a big impact. It's about training in difficult conversations, about really being connected in beautiful ways.

As a result of what's going on, I started to do webinars for financial advisors, so I came out of that world. I don't want to compare them to the healthcare workers because they're not physically at risk, at least from corona, but they're the financial caregivers right now. People are freaked out about their money. They're freaked out about their investments. They freaked out about their income potential. It is stressful to be a financial advisor because you're there holding the space. At the same time, as an advisor, their income has dropped. They're scared about what's going on. They've got kids at home.

[Laura]

They have their own families.

[Ellen]

Yeah. I've been doing work in that area for a while and I started doing these webinars and it's so beautiful to share this information that I've been wanting to share, so it's forced me in beautiful ways to create some new intellectual property around this to create some models to be putting this out there.

As we were saying before we started recording -- and just really the last two days, I've landed in this. I felt like here I am. I love talking about generosity. My kind of tagline is prosperity on purpose. I felt like, gosh, I'm overwhelmed. So many people need money. How can I give more?

I realized that we all have the ability to give based on what we're really good at and the giving doesn't necessarily have to look like I'm making facemasks for people or other ways that people are giving that's more direct like, "Oh, I get how that's helping," but you putting out information for your community and a broader community to help people grow their businesses or feel more calm, that is of incredible service right now. So just the last couple of days, I realized I really am giving. It just looks different than I thought it's supposed to look.



I was on earlier today on a Zoom call with kids in some of our community in Ghana where we've done volunteer work teaching them mindfulness skills, and how great that we have Zoom now and how great that their internet connection isn't awesome, but they have one, so I was able to record this with some of them. I think there are ways we can be kinder to ourselves and really recognize how we are giving, and maybe just smiling at your neighbor. Maybe it's being that Mayberry person.

[Laura] Like walking the dog and getting out there and connecting and connecting how we can. It's this place of we're not necessarily hugging, but we can wave and smile and that matters. Would you be willing to share a little bit of the training, if you can, if you have a little bit of time just around -- give me your top three or your top five or whatever comes to mind for you around mindfulness because I think again in this time when people are feeling very scattered and very spread out and very uncertain, coming back to center is so important. So how do you teach the children to be mindful? Maybe we can catch on with that.

[Ellen] Let me put it in the context of money, if I can.

[Laura] Okay. Yeah, please.

[Ellen] Because it really combines both of these. If you think about feeling anxious, which we've all felt -- first of all, it's okay to feel like that. I've been someone who's denied feeling most of my life anything that was less than excellent. Feel it. It's totally appropriate. It's going to come and go, but when we think about it in the frame of our businesses or our money, if you are freaked out and you have to make decisions or come up with creativity, it is almost impossible.

[Laura] Yes, I agree.

[Ellen] Studies have shown your IQ actually drops when you're nervous. You can't access those higher functioning parts of your brain when you are in react mode, so it is crucial not to. For your own health, to boost your immunity, if you are anxious all the time, if you're not doing things to take care of yourself -- let me put it positively. If you are doing things to take care of yourself, it will help boost your immunity, which we all want to stay healthy now.

[Laura] Yes.



[Ellen] Okay. On the scale of freaked out and decisions, you make regrettable decisions then. If you could move all the way up to calm and peace, you can make inspired decisions. You can get that "aha" like, "Oh! This is what I should be doing now" but we need to be quiet enough to hear our own good intentions. I just want to set some context --

[Laura] Stop that and say that again because that's really important.

[Ellen] We need to get quiet enough to hear our own good intentions.

[Laura] That's beautiful.

[Ellen] Because we know we've all experienced this. In times of quiet or journaling or it's usually when you're in the shower or in the bathroom, all of a sudden, you're like, "Oh! I should call Laura."

[Laura] Stroke of insight.

[Ellen] If someone just taps into your mind, even if it doesn't seem like this brilliant next business thing, but like, "Laura's on my mind" and you pick up the phone, all of a sudden, there's a good reason why you thought of calling someone, so it can be that simple. If someone does not have a meditation practice, it can feel hard or complicated. The simplest definition that I know of mindfulness is just being aware, being right here, right now. One study showed that 47% of the time, we are thinking about something other than what is happening right now that was pre all this. I bet it's -- I'm making whispers on the job -- 87% of the time now --

[Laura] Sure, of course. Of course, what's going on.

[Ellen] -- we're thinking about something that's other than what's right here. To give ourselves a pause, it can just be as simple as focusing on your breath for one breath, so inhale and exhale. For that brief time, I wasn't worrying about what was going to happen. I wasn't regretting that selling or building a bigger cash reserve or whatever people are regretting right now. An inhale and exhale, it can be -- one of the things that I've loved about less cars on the road is when I'm out now, I'm hearing more birds. I actually asked, "Are there more birds? Are they happier now because it's less polluted?" It's probably because I can hear them.

[Laura] That's a really powerful distinction.



[Ellen] And listening -- I started running again, another beautiful thing. I was working out at the Rec Center and all this, but now that that's all closed, I started running again, which I love, and I'll have podcasts on. I've been turning them off and just listening to the birds. That is a mindful action, listening to the birds, feeling your feet on the ground, walking, making a decision. This morning when I was running, I started this thing. It was at first for a safety thing like if I'm on the road and people go by, I'll wave and smile. Then I realized they were waving and smiling back, so now, everyone's so happy and they smile. This morning, I waved and smiled and this woman's like, "Hi!" and she's smiling back.

It can be a mindful way of making a difference for someone else. It can be super simple. I'll put this out there now. I have on my website -- just go to ellenrogin.com/mindfulness. There are all these resources. If you go to the bottom, there are more goodies. If you click on "goodies", you can get on my mailing list, but you don't even have to do that. Just go to ellenrogin.com/mindfulness and there are links to apps and books I love. Everything is so -- not everything, but many things are free for the next few months, and so it's a great way to get started, so there are no excuses.

[Laura] Well, I think it's also -- I was saying to you before we started recording how much I enjoy your emails because I always find them so valuable and so on target for whatever I need. It's just really this piece of -- I know that because you're so mindful, the content you share with your community is always mindful and helpful and on target and it lightens my day. I think I've written back to you. I hit reply and I don't know if that came back to you, but I was like, "Hey, I love this. It's exactly what I needed today. Thank you."

[Ellen] I'm grateful for that too because it makes me realize someone actually is reading my emails, so thank you.

[Laura] My pleasure. Thank you. This is good. This is important, and it's not just for now. I think that this is the place of really -- if we could use this opportunity to embrace a little more quiet, embrace listening to the birds -- I love that -- and we give ourselves permission to keep doing that moving forward, that's a beautiful thing.

[Ellen] Yeah, I hope so. This quiet and slowing down has been so beautiful for many people in so many ways for those of us lucky enough to get to do that. I realize that many people are not lucky enough to work at home or to have this quiet time, but what a beautiful time for people that said, "I never really had time to meditate before or get quiet." Especially if you keep it up, I can promise that it'll make you feel better.



Another thing that is related to generosity, which I know you've talked about, is this idea of gratitude, but I had an "aha" this week. I know you've talked about it. I talk about the power of gratitude, how it reduces your stress level and it increases your happiness. This is not new information for people who learn this stuff, but what I had happen to me, it was actually the end of last week, I was having kind of a bum day. I had taken in too much news. Usually, I'm really discerning about that. It wasn't awful, but I was just feeling kind of crappy.

I get this LinkedIn message from a guy who'd been on one of my financial adviser webcasts, who I didn't know, and he said, "Ellen, I have been calling all my clients and sharing what I'm grateful for and it feels really good, and I decided I was going to reach out to people I don't even really know and share how they've made a difference for me."

"I want you to know that your webcast was really helpful and I'm really grateful." In that moment, I got how when you're the recipient and really open to it, of someone else's gratitude, how it totally changed my mood.

[Laura] Nice.

[Ellen] I'm like, oh, what a gift because I think I've maybe been selfish in my gratitude like if I do this, I'll feel better, but it wasn't even focusing on the impact that it makes on the people I share it with.

[Laura] I love that. I'm writing it down. I think we haven't really talked about that. We talked about gratitude as a way for us to increase the good things in our lives and to really again put ourselves in the right state, a state of abundance, a state of generosity and groundedness and presence, and sharing, sharing your gratitude. That's going to be my next practice, my newest practice. I feel like I'm pretty good at it, but maybe I could do more, right?

[Ellen] Well, you are good. You started our interview that way, so two things. One is the recipient to really being open to it because I caught myself and I'm like, "No, I'm going to take in what Laura's saying to me." The second thing, what this guy did, which was really cool -- it's wonderful to do it with people in your life and to do it with someone who's really not going to expect it. It's kind of like they're forced in a way to take it in because it's such a surprise.



I went through a practice that my friend, Yasmin, had talked to me about about sending a letter to someone who's made a big difference in your life. I sent it to someone who I hadn't talked to in 15 years. Her name's Kathleen Gurney. She wrote this great book about your money personality. Out of nowhere, I sent her a letter and what an impact she had on me. I got an email back from her like what a difference it made. We can all imagine whether it's a teacher you had or somebody that you really owe a "thank you" to would be beautiful. We have time now. Write a letter to somebody or a thoughtful email if you don't have their address.

[Laura] Well, here's a thing too that I want to tie onto that that just came to me. Probably my angels are lining up this message ahead of time because I didn't understand what it was they were talking about, but it just came to me a couple of days ago.

Scott and I stayed at the Wynn Hotel in Las Vegas years ago when it first opened and the service was off the -- the hotel was beautiful, but the service was absolutely exceptional at every single, every single level, the check-in, the bellman, the waiter in the restaurant, the room service person. Everything was so insanely delicious that I wrote to Elaine Wynn. I had no idea who Elaine Wynn was. I'd never think in a million years that she's going to get my email. I just wrote elaine@thewynn.com. I don't know what I did. I just did something silly. She wrote back to me and said, "Thank you so much." I just said, "My husband and I traveled and we've been really blessed to... and I think you should know these are the people's names that just blew me away." She said again, "Nobody bothers to do that, so thank you." Another one was my son, Jacob, he's a big fanatic of -- my kids grew up listening to NPR all the time -- Ira Glass. I don't know if it was "Wait Wait ... Don't Tell Me!" by Ira Glass. He was going to Chicago to interview, University of Chicago for school. He wrote to Ira Glass and just said, "I wanted you to know you're my hero." Ira Glass, literally within 15 minutes -- it was "This American Life" I think it was -- Ira wrote back and said, "Jacob, good luck at the University of Chicago. I'm in New York now. Thanks for the email. I wish you the best." Sometimes we think they're not approachable or they're not attainable, and you never know when your act of kindness or your words could really make someone's day, so what a fun practice.

[Ellen] Yeah. I just wrote down when you were talking someone I need to do this for who I don't really know. I'd like to know better and I don't want to do it in a manipulative way, but it's truly true, so I'm going to do that when we're done.

[Laura] Good. Yay!

[Ellen] I love that.



[Laura] A new practice, a new practice. I just want to put a caboose on that train from a lesson that I learned from another mutual friend of ours, yours and mine, Star Laden.

[Ellen] I love her.

[Laura] I remember in December of 2014 -- it's one of those things where I knew exactly where I was -- when she said to me -- you and I were in a mastermind together and she said, "You come and you give and you give, but when we try to give to you, you're always like, 'No, thanks. I'm good.' You always block the compliment or the offer of service."

She said, "Do you know that receiving is a form of giving?" I said, "You mean giving is a form of receiving?" She said, "No. That completely went right over your head, not surprising." I realized in a deeper conversation with her how unkind I was being by not being a good receiver.

So I want to just say that from my own journey, I really prayed. That was my prayer for the next year, "Show me how to be a better receiver." Three years ago almost today, my husband went into the hospital for an emergency open heart surgery and I needed to receive. I really needed to receive after that point. There were months and months that we really could not work or couldn't do anything other than take care of him and keep him going, so receiving is a form of giving. Be a good receiver. If someone wants to compliment you or if somebody wants to share an acknowledgement, just receive it. It's good. It's good for everybody involved.

[Ellen] Yeah. I think now, there are probably more people forced to be good receivers because they do need help either with their health or they need people to run errands for them or maybe financially helping. I think people are getting that lesson whether they intentionally wanted to get it or not, that there's more and more people needing to learn that right now.

[Laura] Yes, receiving is a form of giving and receiving can't happen without givers and givers can't work without receivers, so let's all work together in this beautiful circle of opportunity we have. Anything else you want to share, my love?

[Ellen] No, I just love this. What a fun conversation.

[Laura] I'm so excited.

[Ellen] Yeah.



[Laura] Thank you. I'm so excited about my new practice, to share my gratitude with others. I love that mindfulness can happen, I heard you say in one breath, I heard you say in three breaths if we could find the space for it. That changes perspective. It changes our physiology. You don't have to be a yogi and be doing a big old meditation. Just get present to what's here and now. Good. I so appreciate you.

[Ellen] Thank you.

[Laura] Thank you so much.

[Ellen] It's me appreciating you as well, Laura, for all that you do in the world. Thank you.

[Laura] Thank you, my love.

[Ellen] Thank you for inviting me to be here with you.

[Laura] Yay! All right. Well, I look forward to when I get to hug you in person again for real.

[Ellen] Let's do a virtual hug.

[Laura] All right. Love you a bunch, sweetheart. Thank you again. We'll be in touch. Bye.

[Laura Gisborne] Thanks for tuning in to the Limitless Women Podcast. We love to hear stories of Limitless Women out in the world building community and giving back. Send in a personal story of your own, or nominate a Limitless Woman in your community so we can share her story. We'd love to feature you both.

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