



The Limitless Women Podcast How Your Business Is Unique

Money loves clarity! Business can be a bit overwhelming and complicated but not if we know where to focus our magic. I'm going to share with you a super simple formula that you can use again and again to get yourself back on track whenever you're feeling overwhelmed. In our business, we feel like we have a very special way of loving our guests like nobody else does. Think about that in your business and what makes you unique. Where can you give your client an experience that is different than they can get anywhere else?

Want to skip head? Episode Highlights

[00:20] Find out what you will learn in today's episode.

[01:08] Discover why you should want to be like In-N-Out Burger!

[01:52] Learn the 1-2-3 formula you can use for your business model.

[02:46] Listen to the Wine-A-Rita (the what?) story & how it will teach you to prioritize what the client wants.

[04:15] Find out how to identify the unique problem that only you are here to serve.

[05:00] Discover how you can focus on doing what you do different than anyone else.

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] Hi, welcome back, I'm so glad you're here! Are you feeling a little overwhelmed at times? Sometimes business can be pretty complicated but not if we know where to focus and how to get ourselves where we want to be. In today's episode I'm going to share with you a super simple formula that you can use again and again to get yourself back on track whenever you're feeling overwhelmed.



[Laura Gisborne] I believe that money loves clarity. I'm not sure where I came up with that idea, but what I found over the years in building not only our own businesses but supporting other women who are building theirs is that when you're very clear and focused, when you know what it is that you're doing and you make some really clear choices, money starts to flow to you easily and effortlessly.

When you look at your business from a very simplistic point, I want you to understand that the most successful businesses in the world are actually very, very simple. I want you to think about In-N-Out Burger. Whether or not you decide to eat there is your decision. And if you're not in the West Coast of the United States and you don't know, In-N-Out Burger is a restaurant chain that's hugely successful. There's always a line out the door, and what they do is they make just really great burgers, really great fries, and you can have something to drink to go along with it. They're growing very, very rapidly, and they're super successful.

Why I tell you that is that if we could look at our own businesses and get really clear about what it is that we do, that one thing that we do really, really well, and decide to deepen and hone that first rather than looking at all the things we could be doing, I promise you, you're going to find much more success in your business.

Thinking about your business model in a 123 formula might help. What do I mean by the 123? 123 in our world, when I refer back to it, you'll hear me say it again and again if you come to live events is that when we get clear on number one, who is it that we're here to serve. Each one of us, whether we have a product-based business or a service-based business, have something that we're uniquely designed to bring to the marketplace. When we're really clear about who it is that we're here to serve, I mean really clear, we have a very honed marketing practice. What I want you to do today is to get really clear about what we call in the marketing world your avatar. What is the age of your ideal client? Where do they hang out in large numbers? If they don't hang out in large numbers, where are they? What are they doing? What are their likes? What are their dislikes? What are the things that they get excited about? This is where it becomes a little tricky. Not what you get excited about for them but what they get excited about.

A few years ago, Scott and I had a tasting room in Sedona called The Art of Wine. And when we first started, we were gung-ho and thought we really knew what we're going to bring to the marketplace. We drove around the state. We knew we really wanted to focus on Arizona wines. So we visited all the wineries in the state, there was about 12 or 13 of them at the time, and found the best of the best, like the deepest, richest, most powerful wines that we could bring.

When we opened up, one of our distributors came to us and said, "You know, you guys are really missing the boat." We said, "What do you mean?" He said, "If you really want to focus on supporting the Arizona wine industry, you need to be selling this wine called Wine-A-Rita." "Wine-A-Rita, what is that?" We weren't sure if he said it right. It really is Wine-A-Rita.



He said, "Wine-A-Rita is this green wine that tastes like a margarita." I can tell you that both of us were thinking we're somewhat connoisseurs at the time. Now I know we're not. We were in shock. "Who would make a green wine that tastes like a margarita?" He said, "Try it out. I'll give you six bottles for free."

So he brought the wine into the store. We decided to let people taste it for free. We weren't going to charge them. We didn't get charged. We're going to give them a taste. It became our number one selling wine for more than five years in a row. I can tell you, we sold millions of dollars of wine out of that store. I don't know exactly how much of that was Wine-A-Rita. But it was always consistently our number one seller.

Why I tell you that is that I want you to really look at what is it that your client wants, not what you think she or he wants, but what is it that they really want. The clearer you get on that and the more you're willing to be open and really receive what's important on their behalf, the more successful your business can be. That's the first thing. Who is it that you're here to serve?

The second principle in building your business model and really getting clear about identifying it is what is the unique problem that you're here to serve? Now, there's a lot of things you could do for your ideal client. There's a lot of ways you could serve them. But if you'll get really targeted, if you'll get really clear about what it is that you bring to the table that only you can do. When you're in business and you choose to just serve in a way that you're uniquely qualified to do, you'll be amazed at how successful you can be.

Now, what happens for a lot of us is that we get a little scared or we get a little distracted. We think that if we could help them in other ways, we should, or I can offer this service or I can offer that service. My encouragement for you is to get highly successful in one area. Really commit. What can you do to really commit to that one thing that only you can do or only your business can provide? That's where I want you to focus.

How do you do it that other people don't? We don't need more information in today's world. What we need is effective tools and education that help solve our problems. If you can do it in a way that's highly effective and a little bit unique, a little bit different. One of the things that we do when we have live events is we spend a lot of time as a team looking at how can we have that experience be unlike any other experience you've ever had. We feel like in our company we have a very special way of loving our guests that nobody else does. Think about that in your own business. Where can you give your client an experience that's different than they can get anywhere else? If you'll work in those three paradigms and really hone in, take some time, I think you'll be surprised at what you have to bring to the marketplace.

[Laura Gisborne] Are you finding this content useful? Are there other topics or podcast formats you'd like to hear from us? Send an email to podcast@limitlesswomen.com. This is the best way to grow and be of service to our growing community of Limitless Women like you.



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