



The Limitless Women Podcast Flow

So, what three elements of your business model really help you to fly? We all have within us a most precious resource for discovering your flow. I'm going to show how creating a thriving, prosperous business doesn't require working long hours and pushing yourself to your limit. I will help you find the key to attracting your ideal client.

Want to skip head? Episode Highlights

- [00:59] Discover why creating a thriving, prosperous business doesn't require you to work long hours and pushing yourself.
- [02:34] Learn what the most precious resource is when finding your flow.
- [02:55] Find out what three elements of your business model really help you to fly.
- [03:25] Discover what the key is to attracting your ideal client.
- [04:09] Your final words of encouragement from Laura!

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! Today I have a very sweet episode for you. I meet way too many women that feel like business has to be really hard and I'm here to share with you that that's not the case. What happens when you find your own personal flow is that it is reflected in your business each and every day. In today's episode I am going to share with you three easy ways that you can find your flow.



Do you ever find it hard to be in business? What if it didn't have to be this way? What if creating a thriving, prosperous business, and life, doesn't actually require working more hours and pushing yourself. What if the secret lies in finding your flow?

Flow is a natural state. We recognize it in our bodies and in the seasons of our lives. Yet when it comes to our businesses we forget our natural instincts and fall in to the trap of thinking that it has to be hard. I'm here to tell you that this is not the case. After thirty years of entrepreneurship and owning several successful companies, I've learned first-hand that your business is waiting for you to take your life back and I want to share with you a few things that you can adopt to find your very own flow.

A few years ago my husband started having chest pains. He visited three doctors who all told him he had indigestion. They did blood work, ran tests and put him on several different medications, nothing was working. Finally, he went to see a cardiologist. Within 15 minutes of walking in to the office, the doctor called an ambulance and Scott was admitted to the hospital for an emergency heart surgery. While we sat holding hands waiting for them to put him under, he looked at me and said, "I want you to know that if I'm dying, I'm good." When I asked what he meant, he said, "We've had an incredible life together. We've travelled all over the world giving back to causes we care about, and our children have grown up to be really cool people. I want you to know that I couldn't have asked for more." None of us really know how long we have. When choosing your flow, I want you to remember that time is the most precious resource any one of us have. Remember what matters to you and be really selective and choosey about how you spend your time.

When it comes to your business, I want you to spend your time on the three elements of your business model that really have you fly. The first one is this: who is it that you're here to serve? The second piece is: what are they struggling with? And then the third piece is: how can you uniquely partner with them to find a solution?

When we know exactly who, what and how we serve our clients, we own our lane in the marketplace and become really magnetic to ideal clients that we love to work with. When did you last fall in love? If it's been a while, can you remember how the whole world seemed brighter? The key to attracting your ideal clients lies in moving those same feelings of love to your business. Women love to nurture things and we love to help them grow. Clients are no different and neither is the cash flow that results from serving them. The seeds we plant in our relationships take time to grow. In order to get off a cash flow rollercoaster, we need to learn to love nurturing our relationships with people and finances.



Remember that we all start small, yet that which we appreciate, appreciates. Deepen your relationships with your clients and your finances. You need both of them to succeed, so constantly be curious about how to collaborate in new and innovative ways.

Finally, I encourage you to be patient with the process. Rome wasn't built in a day and neither are successful businesses. We all have to practice daily habits to lead to the results that we want to have. Remember to honor your time, own your lane, love your clients and the finances you earn by serving them, and be patient with yourself and the process. The purpose of your life isn't to support your business, the purpose of your business is to support your life.

[MC] You've been listening to The Limitless Women Podcast, with your host Laura Gisborne. 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. Are you a Limitless Woman? This is your personal invitation to learn how you can join our online community, grow through our business school and play with us at our live events. Go to LimitlessWomen.com for all the details. That's LimitlessWomen.com. Thanks for joining us!