



## **The Limitless Women Podcast:**

### **Sandra Yancey**

Discover what the Limitless Women community is all about as Sandra Yancey shares her journey and passion for philanthropy she has practiced throughout her life. There is an interesting revelation of why Sandra's power of presence was very influential for Laura.

Working with the eWomenNetwork has prompted some of Sandra's favorite joys and experiences and she shares them with us. It's wonderful to learn about where eWomenNetwork is currently and all of our listeners can learn about how to grow profitable businesses and actualize opportunities to serve and give of yourself and others.

### **Want to skip ahead? Episode Highlights**

- [00:08] Your Introduction to Limitless Women and Founder/Host, Laura Gisborne. Find out what the Limitless Women community is all about.
- [01:46] Sandra shares her journey and passion for philanthropy throughout her life.
- [05:24] Discover some of Sandra's favorite joys and experience from giving over the years through eWomenNetwork.
- [10:35] Listen to Sandra's advice for you during coronavirus to help you stay on track with your mission.
- [14:15] Sandra shares where eWomenNetwork is currently and how you can learn about eWomenNetwork if you don't know!
- [18:36] Closing words by Sandra Yancey!

### **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 good friend and CEO of E-Women Network, Sandra Yancey. When I first started the work that has become Limitless Women, I didn't have a list, had never written a book, and was a speaker. Sandra and her husband, Kym, along with their amazing eWomenNetwork organization, provided me with the fertile ground I need to grow into the Leader I've become today.

As an award winning, multi-million-dollar entrepreneur, speaker, and TV personality, Sandra Yancey has been named as a Top 100 Difference Maker by the International Alliance of Women. Being a woman who grew up on welfare and bootstrapping her way to success, Sandra understands first-hand the struggles that self-made millionaires face on the road to reaching 7-figures. Sandra's mission is to help one million entrepreneurs each achieve one million dollars in annual revenue while showing them that you can still live a full life as a spouse and parent with plenty of fun

In today's inspiring interview, we discuss Sandra's journey with philanthropy, the power of presence, and her joy and experience with building her own international organization. Enjoy the show!"

*[Laura Gisborne]* We'll do what we can do. All right, my dear, I am recording now. I just want to say again thank you so much. There's a lot going on in the whole world, and there's a lot going on for you. For you to make a few minutes to visit with me today, means.

*[Sandra Yancey]* Well, like I told you, Laura, I'd do anything for you. When you reached out, I'm like, of course, I'll make time.

*[Laura]* On a Sunday.

*[Sandra]* Yes, exactly, I mean, life is about choices. You have to be able to be really clear about what are important choices to make in your life. You're one of them, so it was easy.

*[Laura]* Thank you, thank you, I'm so honored. All right, let's talk a little bit about your journey with philanthropy. I know that you, like me, came from very humble beginnings, and you've been blessed with just a beautiful family and a beautiful business and beautiful life.

*[Sandra]* Most days.



*[Laura]* I know the stories, but other people don't. Tell me a little bit about how this giving back as a CNN American Hero and as a woman who has, again, really made her impact in the world as a philanthropist, where does that come from?

*[Sandra]* It comes from the very beginning. Quite honestly, I was thinking about this not too long ago that, a lot of people know that my father died on my birthday when I turned five years old. I'm first-generation American. My father's French-Canadian. My mother's Mexico, Lopez. So, that's an important message for me because my mother, English wasn't her first language and so she couldn't get a job because I lived in a very small town, Midwestern town that didn't have mass transit and so she couldn't get a driver's license. My mother sewed. She was a seamstress. She could mend shirts, and she could also darn socks. She did whatever she could, and she supplemented with, on welfare.

So, the answer to your question is that philanthropy was very important to me from the very beginning because I was raised in a very traditional Hispanic, Catholic type of environment by a single mother. We went to church every week, sometimes more than once, and my mother always, always, always had a nickel to put in each one of our hands, two older brothers and me. Of course I thought the nickel was actually bigger and better than a dime because of the size of it, but she always put a nickel in. I learned from the very beginning that as much as you think you have nothing, there's just room to give.

*[Laura]* Yes, yes.

*[Sandra]* There's just room to give. Sometimes it's not money. Sometimes it can come out in terms of just cleaning out your house. I took 280 books and donated them to the library last fall. It's cleaning out the closets. It's getting on the phone with someone who's really struggling with an idea, and they don't know what to do. They're too close to it, and they're too caught up in the fear that they can't see the opportunity that might be on the horizon. That's a form of giving and philanthropy too. Ultimately, and I think you know this with your great work, Laura, in the world, and that is that my mother used to always say, "Just remember one thing about giving," and she used to say, "Giving, in its purest form, is when you can give someone who can never pay you back." That's real giving. It's not tit for tat, quid pro quo, you scratch my back, I'll scratch yours. It's, you give because you can.

*[Laura]* 100%, 100%.



*[Sandra]* That's your work in the world, which is part of my attraction to you as a woman, but I think it's important to remember about, and I think it's so empowering when you do that.

*[Laura]* I think it's empowering, and I think it's an interesting conversation because there are books, the me to we society and how we're in a we world that's hip to be a giver these days. That's fantastic. One of the things I always love that you say is that you were supporting women before supporting women was cool. This is a thing. It's the same thing. I know that those of us that have really experienced the gift of giving, the joy of giving, it's not a new thing. It's not strategic philanthropy from a business standpoint. It's not giving to build market share to look good. It's actually the right thing to do.

I'd be interested in hearing about some of your own joy in giving over the years. The eWomenNetwork Foundation has literally sponsored hundreds of organizations that I'm aware of, maybe thousands at this point, in addition to all the scholarships. Every year, it's my favorite part of the conference. I just say, "Bring the tissues." I never miss that section. It's always my favorite, the stories, the stories of the lives that are impacted by a bunch of people doing a little bit. That's always the piece too that's always fantastic and where you've role-modeled for me so much in what we've done in our own organization. It's just like, if a woman can give \$10, that \$10 really matters. Accumulatively, as a community and as a tribe of eWomen, we've been able to create great impact. So, tell me a little bit about your own experience and your joy there.

*[Sandra]* Let me just tell you, my mother used to just always say to me, "If you don't like the hand you've been dealt, put it down and look at some other people, the hand that they've been dealt. Pretty soon you'll pick up your hand pretty quickly and realize that you've got it pretty good." I think it's always about perspective. What I know is that I have hard days, sad days and bad days like everybody else. What I know is that, again, the wisdom of my mother, she used to always say, "Sandra, when you find yourself digging yourself in a hole, rule number one, stop digging. Put the shovel down. Put the shovel down, turn around and either reach for the ladder and if the ladder is not there, scream for help." What I know is that sometimes what I need to do is I don't need help. I need perspective.

I find myself, when I get in a dark place on occasion, the best thing that I can do is climb that ladder, climb that ladder out of my self-imposed hole that I've dug myself into. What I know is that when I look for other people that need help more, it puts my life in perspective. I think sometimes we all need that. Other people have so many bigger worries, and harder times and so much need out there. It just makes my heart happy again, and happiness is something that I think is, it can be fleeting if you don't know how to create it for yourself. So, instead of --



*[Laura]* Or if you don't know how to appreciate it.

*[Sandra]* Right.

*[Laura]* I think that's the piece too around perspective is what's actually happening in the present moment. I want to acknowledge and reflect something back to you. Another place you've been an amazing role model for me and just beyond, beyond is your power of presence. I think it's a place that you stand out, in my mind. There are about three people that I've met. I'll tell you exactly who they are; yourself, Brendan Bouchard and Tony Robbins. Those three people I've met that I talk about sometimes when I'm speaking on the stage that, absolutely, are the most masterful beings and being. I've just watched you do this again and again. No person that comes through your energy or your space, small chapter, big chapter conference, every one of us feels so honored by your attention.

*[Sandra]* Wow.

*[Laura]* I really want to acknowledge you for that. It's a great, I don't know if you've always had that, if you cultivated it over the years, but you're just --

*[Sandra]* I cultivated it.

*[Laura]* Yes, you're amazing at that.

*[Sandra]* I think we're all a combination of our experiences and our desires and our wishes and our hopes. I'm nothing if not always remaining a student, just always giving myself permission to hold onto my expertise but not so tight that I feel like I've got it all, but really lighten up the grip a little bit and allow new lessons to come in. I think that giving people the power of your full attention is part of giving.

*[Laura]* It's so generous. That's what I was going to say. It's literally such a generous act. It's different, we talk about people being, hearing someone versus listening.

*[Sandra]* Yes, yes.



*[Laura]* When you see someone, it's a deep witnessing. It's a deeply generous act, so I want to acknowledge you and thank you for that.

*[Sandra]* Yes, and it feels good too. That whole notion of hugging which no one is doing right now, and gut-wrenching for me, but you can't give a hug and not get a hug. I feel like when you give someone your attention, you receive their full attention. In a world where it's hard to hold someone's attention because there's so many distractions, it's a gift. It's a gift.

*[Laura]* It really is. Let's talk a little bit about what's happening in the world. We don't need more news. That's not the piece. What I would love is your best understanding today, why we're doing this, of where does a woman entrepreneur who's finding herself in a new perspective, of the world, in her business, where does she need to focus right now to really keep herself grounded and on track with her mission?

*[Sandra]* The most important place to start is to get in touch with the story you're telling yourself.

*[Laura]* Love that.

*[Sandra]* We watch the stories of the news. We read the stories of what's going on out there and around us. I think the question is, what is the story that you're telling yourself about this? Are you focusing on the chaos of it all, the fear of it all, the doom of it all, the look of it all, or are you telling yourself, "This is the world that needs to show up in a new and different way"?

*[Laura]* Beautiful.

*[Sandra]* "And I'm up for the challenge." It is the time to roll up your sleeves if you have a business. It's important to do this now, in my opinion, because I don't think we're going to go back to the way it was. I don't think this is a waiting out. Yes, we're going to wait out the Coronavirus so that it starts to go away, but we're entering a different world when that happens.

I just have been one of those people, for a long time, that have always talked about how I start planning for the next year, in September. My executive team, all day, one day in September, we come up with all kinds of ideas. We go back and in October, we go back with our favorite ones, and manage them down to our top five in November.



December, we're starting to say, "Okay, who are our people? What are our priorities? What are the new processes we need? What are the performance measures?" so that by January 1, we're like the Kentucky Derby. We're flying out. We're not thinking about it, getting ready.

I think this is a really wonderful time, I've got to tell you, for people to get really in touch with their story and then say, "Okay, given the story, what are the choices that I have?" If you don't know what choices you have because they're on your blind spot, that's okay, but you need community to help you see what it is that you can't see and then you get into action. Right?

*[Laura]* And you get into action with, I read this, Jon Bon Jovi said, "If you can't do what you do, do what you can."

*[Sandra]* Correct.

*[Laura]* I think about this, you and I talked about this, personally joked about this sometimes. Scott and I got married on December 31, 1999. January 1, 2000 was our wedding day. We were laying in bed the night before we got married and thinking, was the world going to end tomorrow, because it was Y2K.

*[Sandra]* I know.

*[Laura]* It wasn't much longer after that that we experienced 9/11. We've been really blessed to do well in real estate, and the real estate market crashed in 2008. This is, we're thinking, as a family, this is our fourth major new opportunity for innovation and growth. I think there's something in the tried and true about adopting what's new, what's coming, combined with, when you talk about your six P's, what's actually relevant in business always? What do I need to stay focused in my performance, in my plate, in my perspective? I don't think that's one of the P's.

Yes, yes, so, yes, we're in it, and I love what you just said about community. So let's talk a little bit about eWomenNetwork, and anyone who knows me knows what an incredible gift and blessing eWomenNetwork has been in my life because I can't not talk about it enough. I'm really fascinated by the current state because what a lot of people may not know is that when I joined eWomenNetwork in 2011, I met a woman, and we were talking on the telephone. She was from Alberta, and we just had this great connection.



I went to my very first meeting about two weeks later and drove my two hours to go to Phoenix which was my nearest big city.

*[Sandra]* And we made a connection. We made a connection.

*[Laura]* Yes, it was such a treat.

*[Sandra]* I can still remember where you were sitting.

*[Laura]* Yes, together.

*[Sandra]* My left, I mean, right.

*[Laura]* Yes, and that's one of my first eWomen stories. I've got to say, again and again, that this community, this network, this sisterhood has been the backbone of my leadership. It's been the backbone of really you helping and role-modeling with the organization and the community, helping us to raise hundreds of thousands of dollars for charity because of the core values of lift as you climb, give first, share always. What I'm excited about today is that geography has been removed for us.

*[Sandra]* I know.

*[Laura]* We have this incredible opportunity to be a part of this network, so I want you to talk a little bit about how we can find out more, and I'll keep doing my part just sharing it and work with that.

*[Sandra]* Yes, what we're doing now is actually, Laura, something that we were planning on doing in fourth quarter. It's just that nobody could have anticipated the Coronavirus so, to us, we have to shift our priorities. We were working on some other really big deliverables on our website that we wanted to have ready for the summer, and we had an October, fourth quarter launch of taking our events online. When Coronavirus came, we just said we need to change our priorities.





The environment causes you to have to reassess all of the time. So we changed, and I'm telling you in, I want to say 14 days because that's true, 14 days, but it was long 14 days.

*[Laura]* Yes.

*[Sandra]* Maybe it was 16-hour 14 days. We basically built the back end technology and built the new registration pipeline and had to bring our managing directors and train them and identify, do some beta testing, identify best practices, et cetera. We've officially launched our accelerated online networking events and our strategic online business introductions. I can't even tell you the blessings that have come from it. Because there were things that we knew we wanted to do it because our fourth goal is to develop relationships with our future audience to grow our brand awareness, interest, support and organizational presence. I'm reading it because I have our --

*[Laura]* I've seen it.

*[Sandra]* -- Four company goals right here. It's a fourth goal that's why it was fourth quarter, but we've really shifted it from the perspective of now people can join from all over the world. There's an Atlanta event going on as we speak, and I think there are 13 states and three countries represented.

*[Laura]* Nice.

*[Sandra]* Before, when it was a local event, the only people that could come were the people in Atlanta, and now people, and it's so cool to see the network, because you know a great idea can come from anywhere. Sometimes you've got to get out of your own backyard to do that.

*[Laura]* Yes, absolutely. Well, I'm excited about all the possibility, all the openings and all the different ways that we can connect not just with our local chapter, but one of the things that makes eWomenNetwork so fantastic is there are chapters, literally, now we're growing all over the world, and being able to tap in wherever you can to build your community. In the past, being able to come to conference and see my girlfriends from all different chapters that I've spoken at or that I've networked at. Now, that's open. It's open for us to really work together and support each other in a new way. It's so exciting.



*[Sandra]* Yes.

*[Laura]* Yes, good. All right, my dear, well I am so grateful to you.

*[Sandra]* Oh, I'm so grateful to you. I just want to say, Laura, honestly I just want you to know. If, God forbid, something were to happen to me and I fall off the face of the Earth in some way, I hopefully would lay in heaven with my mother, which would make me a very happy person.

*[Laura]* I'm pretty sure that's happening.

*[Sandra]* I would miss you. You are one of my favorite people on the planet. I love who you are at your core and how you choose to live your life. I want to thank you for reaching out to me. I wish I had done it first. I'm so grateful that you did it this time. For me, you are a real gift to all the people that you serve and the work that you do through your Limitless Women Movement.

*[Laura]* Thank you.

*[Sandra]* I'm glad to be a part of it, thank you.

*[Laura]* I adore you so much, love you bunches, take care of yourself, and we'll talk soon. Bye.

*[Sandra]* Bye for now.

*[Laura]* Take care, love.



*[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](mailto: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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