



The Limitless Women Podcast

How Do I Know If an Investment is Right For Me?

One of the most interesting challenges that we have as business owners is deciding where to invest and how much. In this podcast, I'll share with you a quick trick that I use over and over to decide if an investment is right.

Want to skip head? Episode Highlights

- [00:27] You'll learn what will be covered in today's episode!
- [01:49] Discover a tip to use every time you are wondering if an investment is right for you.

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] Thanks for listening to the Limitless Women Podcast. This episode is an excerpt from a video series on business tips I created for you. If you find this valuable and want to have a deeper, longer training, visit the Limitless Women YouTube channel, subscribe and check out the rest of the series.

Over the years, I've owned many different businesses in lots of different industries -- real estate, retail, a winery, a tanning salon -- a whole other story -- and what we do today in the leadership world. Again and again, I face the conversation that we're having today that I think you might be facing as well as you're watching this video, which is, how do I know if an investment is right for me?

First, let me say the fact that you're looking at this is amazing and a tenet of your leadership. Great leaders and very successful businesspeople know they have to make investments in themselves and in the growth of their company in order to expand. There's a little saying that you can't make money without spending money. You can make money and have it be something that's easy and gentle for you and what I want to share with you is a quick tip that I use again and again to know how.



Back in the day when we owned a winery, we used to spend sometimes \$10,000, \$20,000, \$30,000 on wine contracts. What we looked at when we're creating a product was could I take this money that I'm putting into buying a product and then turn around and have it create a 10x return on my business? What I mean by that is if I spent \$10,000 crafting or creating a product, would it generate \$100,000 in sales? Now, this is a pretty bold question that I ask myself.

You may be very happy and I would be very happy sometimes if I get a 2x return or a 5x return, five times what I invested, but I want you to ask the question about ten times the return because what will really slow you down are making investments that are not a great choice for you.

It has you thinking in a different way. You may be looking as an entrepreneur in investing in a mentorship program. You may be looking at investing in a marketing program. You may be looking at investing in buying products. I want you to use the same formula. If I invest to create this product, can I ten times the money that I'm investing? If I invest to work with this mentor, will there be distinctions that I know I'll learn that over the next few years will give me ten times the return? If I'm going to choose to market someplace or pay for advertising, am I going to see ten times the return of the investment? Start playing with this number in your head, 10x, and see where it takes you. I promise you'll learn to trust yourself and choose to make your investments in a slower way with a bigger understanding of where you can go with your money.

[MC] Did you know that Limitless Women offers an online community, a premiere business school and annual live events? Find out what Limitless Women has for you at LimitlessWomen.com.