



## **The Limitless Women Podcast 5 Shifts to Make Now to Grow Your Business**

Would you like to know how to build a business that is aligned with what you want to do, how you want to spend your time, and also provides the opportunity to give back to others? On today's podcast show, I want to share with you the five key shifts you need to make right now if you want to move out of overwhelm and financial struggle and into a business that easily and consistently generates thousands of dollars for you each month.

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

- [09:01] Discover why the first and second shifts is the most important for you to grow your business, and two of the easiest to let slip.
- [20:11] Learn how you can heal your poverty consciousness and find your flow with the third and fourth shifts, so you can stop holding yourself back!
- [25:30] Listen to why investing in yourself is the final shift that is usually the hardest, but most beneficial.

### **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]* Today's episode is from a webinar I hosted when we were all asked to stay at home because of the coronavirus outbreak. We're sharing this with you as a podcast episode as the training is packed with great resources and business tips, that you can use to grow your business no matter what is happening in the rest of the world. Enjoy the episode!

Hello! You are at the five shifts women business owners need to make now to grow a profitable six-figure business without ever being overwhelmed again. You've probably been on other trainings where there's a lot of story going on. I know your time is precious. What I'm going to do today is just get to the good stuff, like I said, and then give you an opportunity for you and I to connect further. I'll be thrilled to have a conversation with you. Please don't hold back if there's anything that I can do to support you.



I created this webinar for any mature, spiritually connected, mission-focused woman business owner who is stuck in overwhelm. I hear this as the number one challenge of our clients is whether they're brand new in business, and they're just getting started, or if they've been in business for years, and they're really in that place of scaling, this place of overwhelm jumps in. What I want to do today is to share with you some of the ways that you can stop struggling with overwhelm and step into your power. This call, this training, over the next 45 minutes, is going to give you some very clear distinctions. I want you to be listening and see if any of these things might be helpful for you.

One of the things that I find again and again is that women are always struggling with "What do you do?" If you've been in my world for a while, you know I kind of joke about "I do a lot." Clear messaging and marketing make your business magnetic to your ideal clients. I want to help you today with how to get that really easy for you and flowy so that your ideal clients can come to work with you easily and be magnetized to you rather than struggling. I also want to share with you today how to grow your revenue while working way fewer hours. Just because we're home doesn't mean we need to be working hours. It's actually the opposite, if you're up for that. How to have easy sales conversations to convert your ideal prospects into clients without you feeling salesy. How to find more hours in the day so that at the end of the day you feel really purposeful and complete, instead of feeling never caught up. How to name exactly which actions to take daily and all the nonessential ones you can release. And how to get off the financial rollercoaster, if that's what's going on for you, so you can finally stop worrying about money as your company grows.

You're going to get a lot of content today. My promise to you is to really share with you the step-by-step strategies that you can use to grow your multiple six-figure business. I use that number just because there's a lot of conversation about hitting the million-dollar mark. Realistically, it's less than 3% of women in businesses ever get there. I know that for myself, for many of my clients and friends, a thriving sustainable revenue is way more important. In our world, what we look at as a community of givers is how do we get sufficiency? How do we get a business that is really aligned with what we want to do, how we want to spend our time, and also provides for us the opportunity to give back to others?

A part of what we're going to talk about today is how it looks for you to give back to you first. Then really, again, what you can do to use your impact to create some amazing results for people out in the world. Together with the ripple effect. I'm doing my part. You're doing your part. Jennifer is doing her part. Lynette is doing her part. We're all kind of working together to get there.



A few house rules. First and foremost, I have nothing to teach you today about getting rich quick. There's no get rich quick. The things I'm going to share with you today are just things that I think if we're alive and breathing, there's more to learn. We've got to figure out what works for us.

But this work that I'm offering to you to look at it doesn't have to be so hard. It does require work, but it doesn't have to be hard work. It has to be consistent. Also, if you're not already good at what you do, I won't be able to help you on today's call. I might make you feel good, but I won't really be able to help you scale your business. I'm going on the premise that you're already great at what you do. I know that the majority of women who are in our Limitless Women community are service-based professionals. We have women that are joining us that are attorneys, that are doctors, that are bookkeepers, accountants, lots of consultants, lots of great coaches. I'm going on this core premise that you really are great at what you do and that may not be where you're stuck. You might be stuck in some other practices. I'm hoping to help you with that.

The next piece is your results. Results are a personal adventure. What I don't want to have happen in today's call is that you're comparing yourself to other people. I just want you to understand that some of the people who are succeeding in our community are doing so because they're committed, and they're dedicated. They know that if they want to succeed, they have to commit. It's going to be the same thing for you. Again, sorry, no magic wands, but some really good opportunities for you if you're ready to make some shifts of your own.

Let's look a little bit about where you might be right now. It's very common when I'm out speaking in the world to meet women who are great at what they do, and they are embarrassed that they're not farther along in their financial sufficiency. Often, they're physically exhausted from working too hard. I find that they worry about money. That money is one of those things that keeps them up at night.

If any of these things sounds like you, I've got great news for you. If your revenue has you on a financial rollercoaster, it doesn't have to be that way. If you're feeling a little lonely, like maybe people around you don't really understand what you do, or that you have to do everything yourself that you never feel really complete and caught up. It doesn't have to be this way. In the essence of the work that you started that originally had you super fired up and had you super excited, if it's feeling like a grind and you're feeling like you've lost your mojo, I've got great news for you. The real problem here is that you haven't made the shifts. It's not about working harder.

It's not about the tactics and the strategies. I'm going to share with you some great things today. But what's really at the heart of shifting this and making things different for you is really getting clear. For some of you, this stuff is old hat. You've got it. You're going to be like, "Oh yeah, I already know that. I already know that." I encourage you to, just for today, take that hat off. Don't be too cool for school. Don't be the one who already knows everything or that's farther along than all your girlfriends. Allow yourself to really be open that there might be something in this training that's an aha that's just for you. I really believe that if you're here, there's a reason why you're here. It's my deep desire that you get great results from what I'm sharing with you today.



Once you make some of these shifts that I'm offering you to consider, you can create sustainable, healthy, recurring revenue while working way fewer hours. Worrying about money will be a thing of the past for you. You become magnetic to your ideal clients. You get to enjoy the sales process. Sales really does become easy, and money becomes the easy part. Once you make these shifts, you have an opportunity to enjoy your days. Only do the task you love to do while letting go of the rest. I see way too many brilliant women doing the wrong activities in their business. This is why they're not moving farther along.

You'll learn to love your numbers if you don't already. Any shame and embarrassment that you've been carrying about how far along you are or where you are financially really becomes a thing of the past. What's great about this work is that when you make these shifts, if you choose to do so, you get an opportunity to not only be in a place where money is the easy part and things are flowing for you. But you have the freedom to be able to contribute to the people that you care about. You contribute to yourself first and then to others is really a sweet place to live and play.

Who I am, if you're watching this and we're not already friends, is my name is Laura Gisborne. I've owned nine companies over the last 30 years, ranging from small boutique businesses. I've owned three restaurants, a real estate development company, a winery, which gets everybody excited, and some retail stores. Over that time, over the last 30 plus years now we're getting there, I've sold six of these businesses, which has really allowed me to take care of my family in kind of an amazing way. It's also provided me the freedom to be able to dedicate my work to supporting women just like you who want to grow their profits, to give back to others.

At the heart, Limitless Women community is completely filled with amazing women like yourself who have a calling for deeper purpose in their lives and that know that they want to leave their mark on the world in a way that has them feeling proud, humbled, and really feeling rich and abundant. At this point, we've changed thousands of women, which is kind of fascinating. Together, as a community, we're philanthropy first organization. Every program and every live event we do offers opportunities for women who really care about giving to grow themselves and grow their business. As of today, I'm super excited to share with you that we have raised over \$450,000 for charities that support women and children globally, which is pretty cool stuff.

Before I get with the five shifts, I just want to take a moment in the who am I category to tell you that the stuff I'm sharing with you did not happen for me in a vacuum. It did not happen overnight. I grew up in a family where there's a tremendous amount of violence and abuse, drugs. I was sexually molested for seven years. I tell you that not so you can feel sorry for me, but to just let you know that wherever you're coming from today, these shifts can help you along your journey. Whatever your goals are, whatever values you have that you want to see happening in your life, in your business, these shifts are things that can really help you gently and kindly grow into the leader and the woman that you want to be, without having to work so hard. There are people who saw me when I couldn't see myself. It's my pleasure and my honor to see you and help you get there so that you can get there to the place that is really your joy and your freedom as well.



As a young woman, I married into a family business. I worked way too many hours. I never felt like I had any free time. I never felt like I could get ahead financially. I wasn't a great partner. It cost me a marriage. I feel like I'm 100% responsible for that. I got divorced, because I just was not present to these shifts. I think if I had known then what I know now, things would have been different. Luckily, God blessed me with another amazing husband, and we've been married now 21 years.

Some of these things that I'm going to share with you that are so important for your business are really important for your life. Because your business is simply an expression of who you are and how you be in the world. I want you to consider to listen to these things on two levels. I want you to listen from your business perspective, but I also want you to listen from your heart perspective and who you are in the world. There are five key shifts that you need to make right now if you want to move out of overwhelm and financial struggle and into a business that easily and consistently generates thousands of dollars for you each month.

Having a thriving business not only takes care of you. It also gives you the opportunity to find emotional freedom and peace that comes from living your purpose. The first shift, surprise, put yourself first. If you put yourself last, you're never going to get there. The reason that so many of my girlfriends are exhausted all the time is because they're wasting their time. I know you want me to tell you all the tactics you need to build your thriving business, and we are going to get there I promise you. But if you don't get focused and get on track with your self-care, nothing else is going to work.

The thing to know is that we all get the same amount of time each day. How we choose to spend it is the great equalizer on who is successful and who is not. I can tell you that as I'm recording this for you, the women that I know that really have success and I mean success on every level. I don't mean just financial success. I mean health success, relationship success, purpose success, community, people that you look at that have a really rich life, they are hypervigilant about how they spend their time. I want you to start thinking about how you can be more protective and more selective about who you're spending your time with and how you're spending your time.

When it comes to your business, you've got to learn to leverage. You have powerful gifts that you're here to share with the world, and you're not able to create that legacy if you're only doing the tasks that are eating up your time, and you're serving one person at a time. Just know that great businesses require great leadership. Great leaders protect their time and only do the activities that matter. Your time is precious. I will say again choose carefully.



The second shift I want to share with you is kind of the secret sauce to financial independence. It's the secret sauce to what a lot of you are struggling with, which is finding enough hours in the day and finding some fluidity and some cash flow. It's really related to staying in your lane. Let's just think about this for a second. It would be a good exercise for you to do after this call, because I don't want you to get distracted by doing it right now. But all businesses are built on a very simple premise. Somebody has a problem or a desire, and the business provides a solution. I challenge you to challenge me on this. But in every industry across the globe, around the globe, this is just a tenet. This is one of those tried-and-trues.

The challenge that I see often is that when I'm finding one of my friends or a client or a woman that I meet out in the world who is struggling financially, the problem is she's not clear. Either she doesn't know her business model, or she doesn't know how to properly explain it. If you're in that place where you're not able to easily and fluidly speak to who you are here to serve, what they're struggling with, and how you're able to provide a solution, it makes it challenging for you to be able to be of service, and it makes it difficult for people to choose to work with you.

Again, your business model, which is kind of the heart of all of our work, whoever you are, you've got a business model, it really requires clarity on three things. Number one, who you work with. Number two, what are they struggling with? What is that struggle that you're here to support them with? Then number three, how can you uniquely partner with them to solve their problem and get them the results that they desire? This works in every industry. It makes money the easy part, because money loves clarity. When you're clear, money simply becomes the exchange of energy for the solution to your prospect or client's problem.

Now, here's another one. A lot of times we're in this conversation of comparison. We're in this conversation of "If I just made more money." I promise you this is not as complicated as you're making it. The amount of money you make is really determined by two things. What's the value that you're providing? And how many humans are you serving? If you want to know the big secret to making more money, you've got an option here. You get the opportunity, if you want, to either increase the value and the results your clients are getting when they're working with you, and/or increase the number of people you serve. Ideally, you do both. I don't really have a lot of time on this call to get into marketing strategies and some of the things that we do to actually help you increase your impact in your expansion. But every one of you has a telephone with contacts in it. Every one of you have probably, let me not assume, but I would imagine you have a social media account. You have access to a lot of people. You've got to figure out how you can serve them if you want to increase your revenue.



Here's a case study for you that I'm so happy to share. I'm happy to introduce you to Lisa. Lisa is one of our newer clients. She's just such a bright light. I love, love, love working with her. Her business is based on yoga therapy and other healing modality. She helps women get out of chronic pain, whether that's emotional pain or physical pain. When she came to work with us, she'd been studying elsewhere. She had some great programs that she belonged to and that she had studied that helped her grow spiritually at. But she wasn't able to make the leap to charging for services. She was writing the blogs and doing the newsletters, and it just wasn't working for her.

What I can tell you that's exciting is that within 90 days of coming into work with us in our community, Lisa got clarity on how to turn her passion into a real business. She built her first group program, spoke on several stages, and I'll tell you a clarifying piece here. I'm recording this for you during COVID. She wasn't out networking. She did this all from the comfort of her home, but she got herself positioned well, and she was able to get on several stages and enrolled eight women into her first group coaching program which generated for thousands of dollars. She had proof of concept.

The exciting thing is that after those initial folks coming at that, it was a six-week program, over half of those clients are now enrolling in her next level program. I think more like 80%. She might even have all of them. I don't know. But here's the deal. She is one of those women who gets great results for the women that she's here to serve. It was easy-peasy to get her structured and focused on what she needed to do so she could really build her business and feel proud of what she's creating.

Let's go to the next piece, which is the third shift. This is really what I call my secret weapon. For years, women have been coming to me saying, "I'm working too hard. I'm overwhelmed. I'm not sure why I'm not profitable. I'm kind of embarrassed. I'm great at what I do. I just don't ever feel like I'm ahead." I got to tell you, this is not your fault if this is what's going on for you. It's really not your fault if you're struggling here. But it is your choice about whether or not you choose to stay in struggle. One of the things that's important when we're talking about this is getting really clear about your opportunity as a leader, your personal responsibility, your ability not to make yourself wrong, but instead your ability to recognize your superpowers and recognize how capable you are.

What's driving most of what's causing your overwhelm, what's driving most of your struggles around time, what's driving most of your struggles financially is that underneath it all, you feel like it's not enough, you're not enough, and there's not enough. Our poverty consciousness healing method actually sets you free from financial struggle and moves you into financial abundance and more. More than finance, it moves you into time freedom and alignment with your purpose.



Here's the deal. This is where I say it's not really your fault, just like it wasn't my fault. Old messages tell us that there's not enough. It's in the media. It's everywhere. Many of us grew up in families where that was the message that our parents shared or our teacher shared. It's not to be judgy or mean. They were doing the best they could. But this old story about there's not enough time, there's not enough money, what lies inside that story is that we are not enough. We've been told if we just work a few more hours, if we just get another degree, if we just somehow do more, be more, have more, that it will be successful and profitable. But you know and I know this doesn't make sense, because the world is full of people who work really hard and they're not financially free.

The women who come to our community come because they want to be more profitable, and they want to find more hours in the day. The only way this can happen is with the healing of this belief system that's holding them back and maybe holding you back. I personally believe after being in this leadership company now for almost ten years, this is my ninth business as I said before, I believe that we actually have the greatest, most simplified business systems to help you grow. But they only work when you expand your belief and your understanding of your role in the world as a leader. We're a community of leaders. We're a community of givers. It requires this shift to be combined with systems we're going to reach.

The reason our clients are knocking it out of the park and getting great results is because they're committed, they're willing to do the work, and we've got a system that works again and again and again and again. What I can tell you is what's underneath always is this place of in order for you to get great results, you need to feel supported. You need to know that you can do it, and you need to have some help with staying on track.

I'd love to share with you another case study of one of our amazing women who I love, love, love. Her name is Kathy. When Kathy came to work with us, she had been in business actually for more than a decade. She was going through a painful divorce. What's important to know about this is that when I talk to you about we're a spiritually connected community of mature business leaders. Kathy grew up in a very devout Catholic family. She was mortified by her divorce. She and her husband tried many things for years. Some of you, like me, have been in that situation. It's very painful.

In the midst of all of that, while she was going through her divorce, she found herself sliding into debt. There was some debt from her husband. There was some debt from her. She just completely lost focus and found her with over \$100,000 in debt. Now, what I can tell you is great and amazing is that using these systems that I'm sharing with you, using these shifts that I'm sharing with you, she was able to not only pay off her debt. She was also able to realize her dream of owning her own events and retreat center, which was something that seemed like just a far-off dream until we started working together.





Then all of a sudden, we looked at her goals, and we looked at how to do it, and what the steps she needed and get her on track. Today, she's debt free. She has a surplus of over \$55,000 in her bank account, in her business checking account, which is pretty rockstar, considering where she was before. Her business has grown over 50% for each of the last few years we've been working together.

What I've got to tell you about her is that I love this woman, because she is literally one of our greatest contributors. She has her own thriving community. She gets to be not only supporting her clients and creating impact and enjoying her time and her center. She also gets to support charities all over the world in multiple countries. She's just, to me, one of the most beautiful Limitless Women members that we have.

I want to go back to this piece to tell you that what poverty healing consciousness has done for me is that it's changed how I operate in the world. I grew up struggling on every level. My mother was a teenager when she had me. She often said she wished I hadn't been born. I think I spent probably decades, probably not at this point because I'm in my 50s, but probably the first 20 to 30 years of my life really trying to be enough, really trying to do more, be more, put myself through college, then went to law school. Guess what happened? This whole poverty consciousness came with me. Even though I had an opportunity to be successful in business, no matter what I did, I was always robbing Peter to pay Paul. You've heard that. Just again, there were never enough hours in the day. This is part of where I have learned on my journey some things that I'm hoping will help you in your journey.

I want you to understand that the life I get to live today, where I get to live as a woman who's in a healthy marriage, with a healthy body, with a healthy, thriving business, that allows me to do philanthropy all over the world, that's come from this healing. It didn't happen overnight. But being in a position today where I get to be of service, and I know that some of you, your heart is calling for that same opportunity. This is really one of the secret keys. It's one of the things that you don't know that you don't know. When you get clear on it, it's going to change everything for you.

Let's do a quick recap of what we've covered. far. I'm hoping that you're finding some value here. If you've got questions, please put them in the chat, and Audrey will help me get to them. If I've got a couple of minutes at the end, I've got another call at the top of the hour so I'm going to move through as much as I can. Please jump on a call with me if you want to do a deep dive one-on-one conversation, because it would be my pleasure to help you get clarity.

Quick recap is this. We know you have to put yourself first. Your time is the most precious resource you have. You can become hugely successful when you learn how to use this incredible asset to your advantage.



Number two, you need to stay in your lane so that money becomes the easy part. I know if I'm saying that to you and you're struggling financially right now, I promise you, I'm not trying to be blasé. I know that you can do this. It's really requiring you to get focused and clear about where you're spending your time, what activities you're doing and who you're here to serve.

Number three, use the secret weapon to heal your poverty consciousness and understands that there's no lack of abundance on the planet. There's no lack of skills that you have. You just need to refocus and get clear about where you're spending your time. Let's look at what else you need to build. You need to build a highly profitable business while enjoying time and financial freedom.

Shift number four, one of my favorites. Actually, I think they're all kind of my favorites. Here's what it is. You got to find your flow, girlfriend, and real connections, community, tribe. All of this good stuff in life that gives you amazing experiences is related to your willingness to receive. It's way less about what you're doing and way more about how you're being. We, as women, are designed biologically to receive. That's as much as I'll go on this little tangent right here. Learn to be a receiver.

Again, pushing, driving, working so hard is not the secret. The secret for you is to understand that none of us succeeds alone. We will always hit a certain level of a ceiling. I hate to use the glass ceiling because I think that that's not actually our place here as entrepreneurs, but I can tell you this. Where I see women overwhelmed, where I see women in pain, where I see women struggling financially is they're not willing to receive help. They're not willing to ask for help, and they don't know how to receive it. I've got to tell you, this is a practice that will help you in every area of your life, not just your business. You need a team. You may think you cannot afford a team, but I am here to tell you, you cannot afford to not have a team. You've got to be supported.

If you waste your precious resource of time, which was shift number one, remember? Learning how to be a web designer, a copywriter, and ads creator and a podcast producer, there's no time for you to do what you're here to do, which is to share your special unique gifts. When you get fantastic at what you do and you partner with other people who compliment you, you get to reach more people. Remember the secret to making more money? You get to serve more people and make more money. All you're here to do is to solve your client's problem in the unique way that you are designed to do this.

Now, here's the other one. Business is built through relationships. I know that some of you on this call, because I know you, you have big ad budgets to go out and do marketing campaigns. It's not what you have. But I promise you, the secret to getting off your financial rollercoaster is to create a clear, focused marketing plan that allows you to connect through relationships.



This is another one of those tried-and-trues that I promise you in today, in 2020, as I'm recording this, has not changed and will not change. People do business with people. Your relationship-building skills, combined with a clear marketing plan and a proven methodology for you to solve their problems, is what gets results. When you figure that out and you have that replicable, the sky is the limit. Great systems, time working in your favor, you get to get way better results and create way more impact with way less effort and less time.

This is our final case study. One of my favorite women actually in the world. This is Barb. She's an auditor who has been in business for more than 20 years. When we first met, she was absolutely sure that no one could deliver her company services as well as she could. She would say to me, "Laura, it's not possible. There's a high barrier to entry. They have to be certified." Yada, yada, yada, yada, yada, yada. I'm just saying, in case any of you have that going on in your own business, I've heard it before, many times.

What was happening as part of Barb's blocks was that she was grossly undercharging. She always felt overwhelmed. What was also kind of unfun financially for her was that she waited for long periods of time to collect from her clients. She had a business model where she provided all the services upfront, and then she collected but it took time, sometimes 90 days, sometimes 180 days. It was just really stressful.

When she and I began working together several years ago, we began by gently raising her fees, and setting protocols and systems and procedures in her business where she was collecting 50% of her fees upfront. Now, let me tell you something. What's fascinating to me about this is that she's in Canada, and actually her services are required by law. Companies actually have to have the audits every two years that her company provides. It was kind of like a no-brainer to set this shift into place and to have things start getting to be easier. We also began to find those highly qualified certified people to support her. We brought on one auditor at a time, so she could fill his calendar with work. Then we brought in another one.

What she did is she paid them a generous hourly fee, because they were highly qualified as auditors, but they weren't necessarily great at promoting themselves or doing their own businesses. She gave him a great opportunity to come to work with her. In the meantime, she began to make a profit on the difference between what she was paying these auditors and the fees she was collecting. No more work, way less work for her, and good things started happening.



About a year into us working together, unfortunately, she was diagnosed with leukemia. I remember her. She was with us in Southern California. We were at a live event and she kept falling asleep in the audience. It was a small event, like 20 of us, and it just wasn't her. Something was going on and we knew it. She got back to Canada. They diagnosed her with leukemia. A pause her. I get a little overwhelmed thinking about it just, because one of the things that's a great gift in my life is that our clients really become family and friends of ours. A lot of friends become clients as well. We love her so we're praying deeply, but also looking at how we could help her through this time as a business owner. She just basically couldn't work. Her therapies were very intense. She was unable to work for six months.

What was a big surprise to her, and not as much of a surprise, really more of a blessing in my life and my experience, was that during this time while she was unable to work for six months, her business grew by 25%. She was able to pay all her bills. She was actually also like able to see herself in a different way as a leader while she was being supported by qualified professionals. Her business didn't slow down at all. It actually increased while she had the time that she needed to take care of herself. Today, I'm excited to tell you that she is healthy, she's sassy, she's back at work. What's really different is that she now works a schedule that allows her to travel and enjoy her life. She's not working a million hours trying to do everything herself anymore.

To wrap up with finding your flow, growing your business is not meant to be so hard. It's not meant to be lonely. Stepping into leadership, clarifying your business model and getting really clear about where you're spending your time, what the activities you're doing really makes it easy for you to allow yourself to be supported. When you're ready, if not now, it's amazing when you start to build a team of folks around you that not only pay for themselves, but they also help to make you money.

We're up to the fifth and final shift. This is the one that I have to say is the thing that will move you the fastest. Why that's important is this. I told you in the beginning that we are a community of mature, spiritually connected, mission-focused women business owners. Because we're mature, most of us are not interested in signing up for something or doing the next thing that takes ten years to learn. We've done our hard work. We've got ourselves to this position. We now want to create amazing impact in the world.

I've got to tell you this shift, investing in mentoring, has been the fastest accelerator for any of my businesses' successes. When you look at this, like what is mentors? Why would you need them? What's going on with that? Quite simply, mentors are people who have gone before you so they have the perspective of what works and what doesn't. I promise you this can save you years of trying to figure things out and thousands of dollars. We all need a system for success. Mentorship helps keep us on track with the right activities in the right order. It holds us accountable when distractions get in the way, like my dogs barking.



So here it is. This is how it works. We all know what we know. We're doing the best we can. Let's just know that we're all on the same page with that. When you work with somebody who is further along on the journey and has a proven track record of success, they support you with shifting your beliefs and your behaviors. You've heard the definition of insanity is doing the same thing over and over again and expecting different results. When you work with a mentor, it is the fastest way for you to get entirely different results that you're currently getting in your business. This is the best way I know to speed it for success and achieve your goals if that's important to you.

The most successful women I know all invest in mentoring and have done so for long periods of time. It's different than I'm just going to get some education. It's actually investing in that true partnership. I personally invested tens of thousands in myself through mentorship programs. I've got to tell you, every year, I get a return on that investment. Every dollar that I have spent has helped me get to my goals faster, some in different ways, but all of them have been great dollars spent. I'm a big fan of getting a return on your investment. My encouragement to you is to find the best mentor you can and invest in whatever it takes to work with them.

I'll say this quickly that you want to make sure that whoever you choose to invest with has a proven track record. So do your homework, be responsible for your success, and find somebody that you can really trust to partner with. Today, I promised how to have clear messaging and marketing that makes your business magnetic to your ideal clients rather than always trying to explain what you do. How to grow your revenue while working way fewer hours. How to have easy sales conversations that convert your ideal prospects into clients without feeling salesy. How to find more hours in the day so you can feel complete and purposeful instead of feeling like you're never caught up. How to know exactly which actions to take each day and all the nonessential ones that you can release and turn over to your team. How to build a rockstar team that actually supports you and pays for itself. Finally, how to get off the financial rollercoaster so you can stop worrying about money as your company grows.

Quick recap again, what you need to win is to put yourself first. Number two is to stay in your lane. I promise you, narrow and deep is the way to win in your business. The third thing is to use the secret weapon, the poverty consciousness healing method. Focus on the things that you have. Focus on your abundance. Get in the practice of really living in the space of your leadership, of abundance and overflow instead of scarcity and poverty consciousness. Find your flow. Rome wasn't built in a day. There's no rush. You've got to get really clear about where you're spending your time, how you're allowing yourself to be supported, and what activities are only yours to do. Then, my final shift for you here is to invest in mentoring.



These five shifts are really what you need to get out of struggle and into freedom if that's what you're looking for. You have a choice after today's call. You can either let this be just one more time that you spent listening to something interesting, I hope. You can take the information I gave you and forget all about it. You can keep on struggling. You can keep doing what you know to do by yourself in a vacuum, and feeling exhausted and overwhelmed, and hoping this can somehow change. Or if you want to start feeling supported and profitable and working fewer hours in the day, where you get to spend your off time with people you love doing things that you love, then this is what I have for you today. Here's how I can help.

Number one, you don't have to do this alone. You probably can't do it alone. The truth of the matter is if you could have gotten yourself out of overwhelm and struggle by yourself, you would have already done it. You need some help. If I'm a person who can help you, I promise you it is my life's work to heal the poverty consciousness of women business leaders in the Western world so that they can join me in healing actual poverty on the planet. We've set aside some time to have some conversations to help you get clarity about your next steps. I'm really clear that money loves clarity. Your time freedom lies there. All the things that are holding you back right now and keeping you in struggle and overwhelm don't have to be that hard if you allow yourself to be supported.

If you'd like to get to a little different place, you're going to need to ask for some help, whether it's from me or somebody else. Our team has pretty much seen just about anything that's going to come across your radar that's holding you back at this point. After 30 years of entrepreneurship, and some of my team members have been with me over ten years, we've been in this game for a while. What I'm offering for you today if you're interested is to schedule a call where we can work with you step by step to really figure out where you're blocked, what's holding you back, where do you need a breakthrough, so that you can hit your income goals and have money be the easy part. Whether you're looking for \$5,000 a month or \$100,000 a month, we have women in our communities that are doing that type of number, don't compare yourself here. Whatever it is that you need, that's right and sufficient and great for you, we've got the resources to help you. It's all going to start with you.

The cost for this is absolutely zero. It's absolutely free. There's nothing for sale for you in this telephone call other than I have a few criteria that I ask before you sign up. Number one, I'm really able to help and we're really able to help women who have a knowledge that solves a problem. If you're brand new in business and you're not clear about this, I'm happy to have a call with you. But we won't be able to get great results for you until you actually know what it is that you're here to do and that you're already able to command a premium price for your services. You must be outstanding at what you do, because then the systems that we have to offer you will really help move you along faster.



You must hold yourself to the highest standards of integrity. Everything that we do here is about creating profits for purpose. If you're a woman who is committed to using your superpowers for good, you're in the right place. Because this community of givers is all on the same page. I know that when we lift each other up, we all get to rise. It's really a good a good place to come and play.

Why we do this is that I know that at this point, if you and I haven't known each other for a while, if we haven't met, everything in our world is about giving to grow. We're committed. We're committed to helping business owners like you to create greater impact in the world. Most of you need to get to sufficiency and abundance and sustainability in your businesses first. When you do, we're going to invite you to join us in making contributions to folks all over the world who live on, many of them, less than \$3 a day.

I also know that when we get on a call and you start to see yourself in a new way, some of the people that we talked to here are going to say, "Hey, I want to be in Business School," or, "Hey, I'd like to be in Legacy Leaders," or, "Hey, I really want to come to your next live event." If that's you, we'll know that. If it's not, that's okay too. You have no obligation on the call for anything other than to come with an open heart and an open mind about how to clear things that are blocking you from your success.

If that sounds like something that's helpful to you, what I'd love to invite you to do is to go to [limitlesswomen.com/apply](http://limitlesswomen.com/apply). When you get there, you'll pick a time to have a telephone call. We've got lots of openings this week. It will give you, I think, call openings for the next five days. You and I can get on a call this weekend. If next week or in the future you decide you want to join in, maybe with me, maybe with one of our team members. But this week, you'd be talking to me personally.

We've got some great resources for you. I'll ask you a few questions about where you are that will help me get prepared for our call. That's it. We're going to get together and figure out exactly what's keeping you stuck, what's keeping you in overwhelm, where your financial freedom is, where your profitability might be hiding. It's a glorious thing when I'm able to help you get clear about where your money is hiding and is just waiting for you.

I just want to share one more thing real quick if I can. Thanks for your patience with staying on this whole time. That's about a sweet, sweet testimonial I got from one of my clients recently. Her name is Donna. She had been in business for 11 years when we met. Again, like many of us, she was struggling with working way too many hours. She never felt like she really can get ahead financially.



What she said to me, she sent me this. "Working with Laura has put me on the path to creating the business I've always wanted to have. I've been in business 11 years, and although it's been successful, I struggled with consistent revenue, which made running my business way harder than it needed to be. Laura helped me see past that and showed me the true actionable steps that put me on the path of creating a new version of my business. One that allows it to scale and grow and fulfill a higher purpose of working with more customers and creating more impact. Not only has my business grown 50% in the first year of us working together. I've grown as a person and as a leader. I feel more confident in my abilities and my skills to show up as my best self. Even though we have the challenges of COVID, we've hit our highest month's revenue on my company's history. Thank you, Laura, from the bottom of my heart to have worked beside you to be where I am today. I'm eternally grateful." And I am eternally grateful to you, my love.

Head to [limitlesswomen.com/apply](https://limitlesswomen.com/apply). Let's get you moving forward if this is what you are ready for. At this point, I think I've got a couple minutes to answer a few questions. Let's see if anybody has any questions for me. Then I think I'm going to have to just look and see are they in the chat? Let's see. All right. I see an "amen." That's awfully nice. To book a time with me is [limitlesswomen.com/apply](https://limitlesswomen.com/apply) and let's have a chat. If you have a question, just write it in the chat for me. Since I'm not being able to hear you for some strange reason, I'm going to stop this recording.

*[Laura Gisborne]* Thanks for tuning into 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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