



The Limitless Women Podcast Work Less, Make More

Are you feeling stretched too thin and working way too hard? Listen to today's podcast episode where you'll learn tips to stay focused and productive in your business.

Want to skip head? Episode Highlights

- [01:04] Listen to how you can define staying in your lane, and how it can help you focus on what really matters.
- [03:09] Learn how staying in your lane connects you to clients you only want to work with, giving you more fulfillment from your business.

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.

If you feel like you're working way too hard, chances are it might be that you're not staying in your lane. Often what I find with women entrepreneurs is that they really want to help as many people as possible, and so they spread themselves way too thin and do way too many activities.

When I talk to you about staying in your lane, I mean a few things. The first is that I want you to be really specific and focused about what we call your business model in a one, two, three system. The first is who is it that you're here to serve? The second is what is it that they're struggling with? The third is how is it that you're uniquely designed and qualified and at this point in your life experienced to help them solve their problems?



When I see women struggling, again, if they're not following their business system, they're trying to help everybody that they can. They're trying to do too many different types of things. They're never really getting mastery at any one thing. When you stay focused and committed to your business model, and you decide to go narrow and deep rather than wide and shallow, you give yourself an opportunity to get really masterful and really great at what you do.

The path to ease and flow requires you to work with the people you're uniquely designed to work with and not to deviate. What do I mean by that? All of us had had experiences where we thought somebody was going to be a great client. We brought them on. We didn't take our time. We just went for the sale. It seemed like a good thing at the time. Then it ended up not being so much fun. If you've had that experience, you know that if you would have just maybe evaluated a little bit differently and given yourself permission to take a step back and say, "Hmm, is this my person? Is this the person I'm really caring about, that I really want to make a difference for and work with? Am I able to get them amazing results?"

Now, if it didn't work out, it may not be that you weren't able to get them great results. But I think there's something very important in choosing who you work with. We spend a lot of time and focus trying to be good enough and credible enough to get our marketing going so that we can be chosen as the right person. What I'm wanting you to do is turn that 180 degrees. I want you to think about who is it you want to work with.

When I talk about staying in your lane, give yourself permission to totally be focused on working with exactly those ideal clients that you love to work with and who make your heart sing. Chances are if you're watching this video, you're a mature woman like me. Some of the great gifts that come out of our maturity are wisdom and experience. What I want you to remember is that you have this wisdom and you have these experiences so that you can be uniquely qualified to help others solve their problems. Stay in your lane in your business. Get really clear about only working with the people that are aligned with your culture and your core values. Do that thing that you really no you can do to help them solve their problems. Remember that all great results come in partnerships. So, bring your superpowers, trust yourself, and know that you can do this and make a great impact in others' lives.

[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.

[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!