



The Limitless Women Podcast The Secret Sauce to Growing Your Business

Are you struggling to keep your business consistent and easy? Listen in on today's business tip to learn the secret sauce to growing your business.

Want to skip head? Episode Highlights

- [01:07] Discover how giving your best with your clients and your work will always come back to you.
- [03:05] Listen for the phrase that you can use always to come from service first.

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.

One of the fastest ways you can grow your business is to remember to always come from service first. It's a little bit of a kind of oxymoron that I hear out in business where people are like, "Give them something good in your marketing, but don't give them everything." I got to tell you, give people your best. Give them the best that you can. Always come from a place of service first. Energetically, this creates a wheel. It creates a circle. It creates you putting something out. Think of a wave, how it always comes back to you. It may not come back directly from that person, but it's going to come back to you. I give you my word.



We've built nine companies now and sold six of them because we've built amazing organizations with great rockstar teams. I can tell you that every single business in every industry that I've either owned myself or have had the honor of supporting. If they get this one right, if they get that giving cause is growing and that generosity matters, there's something that happens with prospects, people that you meet out in the world, where they feel something different that they don't always know how to put words to. When you're holding back, when you're like, "Oh, let me just give them a little something," and you have an ulterior motive or a different kind of intention in the conversation, it always lives in the energy body.

What I'm encouraging you to do is to have a little more faith. Know that if you're willing to put yourself out there, if you're willing to bring your very best to every conversation, if you're willing to share resources, listen, if you're just getting started, you may feel like you don't have it to give. I'm telling you, a very simple question is this. What do you need next and how can I help? Super simple, right? You don't know what they need because you haven't asked. Ask how you can be of service. Ask how you can put it out there. Even if you don't have the resource they're looking for, chances are you've got an introduction. Chances are you know somebody. Chances are you've heard something. Make a connection. That energetic starts to move the wheel in your favor.

Along those same lines, your sales are going to come as a result of people knowing you and trusting you. What happens often is that you're going to speak to people who are not your ideal clients, but you have an opportunity to serve them. I want to leave you with this. Not everyone is your client, but everybody matters. Your whole world and your whole life becomes a lot less overwhelming and a lot more flowy when you stay in service and just keep asking, "How may I help you?"

If I can help you in any way, please reach out to me through our website at limitlesswomen.com. If you're looking for a community of like-minded, mission-focused women business owners, join us online on Facebook at [limitlesswomen.group](https://www.facebook.com/limitlesswomen.group). We'd love to meet you there and support you as you grow.

[Laura Gisborne] Do you ever get lonely working from home? Are you hungry for connections with other women just like you? Each year we host several live events for our Limitless Women community where we come together to connect, grow and learn. I'd love to see you at the next one. Check us out at LimitlessWomen.com for details.

[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!