



The Limitless Women Podcast Increase Your Impact

Do you have a big, amazing vision for your business, but feel stuck in the mundane day to day operations? Are you wearing too many hats as the owner? Do you desire to take a step back so you can reclaim time for yourself? If the answer to those questions is yes, then listen to today's episode to discover what scaling is and how it can solve these issues for you.

Want to skip ahead? Episode Highlights

[01:19] Learn how scaling is the big secret to making more money.

[02:04] Explore what the three pillars of business are and why these foundations are necessary in order for you to expand.

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.

Today, I'd like to talk to you about scaling your business. Now, this is a term you may or may not have heard, but here's what it means underneath it. A short, simple explanation. When you start your business, like most of us, you've probably had a dream of reaching great impact and helping a lot of people. Most of us as entrepreneurs start as a solopreneur. Then we build one team member and another team member. Slowly but surely, if it's going our way, we'll start reaching more people.



But the organizations that create great impact in the world use the language of scale. Now, scale simply means that you're taking your business to a whole new level and creating greater and greater impact by reaching more and more people. The big secret for making more money is to reach more people, and to scale requires some different systems that you may have in your business currently.

In order to impact more lives and reach more people with your business, you're going to have to have systems around the pillars of your business. Now, I want to share with you briefly what these pillars are and to let you know that we have other trainings online at limitlesswomen.com. If you get a taste of this, and you're like, "Hey, I want to know more," please visit us there and reach out to me personally, if there's any place that I can help you with your next steps in scaling your organization.

The pillars of business where you're going to need systems in order to reach more people are specifically around your pillars of marketing, your pillars of sales, and your pillars of team development. Now, what do I mean by the systems? The systems are simply the way that your promise gets delivered. Most of us start a business because we're passionate, and we're excited, and we want to make a difference. But we don't think about it as an owner-independent operation. I want you to feel like you can take yourself out of the day-to-day operations and the business continues to serve. It starts with you thinking a little differently than you probably are right now, and then also understanding that when you have systems in place, other people can deliver the promise for you. More often than not, again, where a business gets stuck is that the owner is wearing all the hats. She or he is doing too many of the day-to-day operations. You only get to scale and reach more people when those things are delivered by another person.

The reason you would want to scale your company, if you're sitting here and asking yourself, "Is this for me?" is that you have an opportunity as a business owner to really leave a legacy. This legacy work is not just for the clients you serve but also for the team members who get to live their vision and mission through the work that you founded. If I can help you more with this, with your next step, please don't hesitate to reach out. I thank you for the work you're doing to serve so many in such a beautiful way.



[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!