



The Limitless Women Podcast Making Money is the Easy Part

Are you struggling in your business with making money? Frequently, women express how difficult it is to run a profitable business. However, what if making money was the easy part? If this sounds appealing, then listen to today's episode to learn how to love your numbers and grow your business.

Want to skip ahead? Episode Highlights

[02:23] Discover what money loves and learn some insightful questions to ask yourself to actualize it in your business.

[04:59] Find out why money is the easy part in running a business and where to focus your attention instead.

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.

Are you struggling in your business with making money? I believe in business, making money is the easy part. When I say that, oftentimes women are like, "Oh, well, easy for you. You don't really know what I'm going through."



Here's what I want to share with you. I grew up in really basically poverty in the United States. I say in the United States, because I always had a roof over my head, I had access to free education, I had food, I had a lot of things going for me that a lot of our women in the rest of the world don't necessarily get to have as a day-to-day luxury. The reason that I tell you about where I came from is that I want you to understand that it was only through the tactics and the strategies that I'm sharing with you in this training that I was able to move out of poverty, move out of struggle, and move out of financial chaos into a place of flow and ease for myself, my children and my family. I get to do this work today because there are those who saw me when I couldn't see myself. That's what I want you to have now in your own life and business. If I was able to come from that place of poverty and struggle and chaos, and move to a place of flow, you can do it too.

In your business, what I want you to come back to is this. If you know that you're on purpose, you know you're here to make a difference, it's your opportunity and I believe your responsibility to learn to love your numbers. In today's video, I want to give you a few things that might be helpful to help you get there if you're feeling overwhelmed around this.

The first is that money loves clarity. When you look at your business, are you operating in a way that's really clean and clear? Do you have a business model that tells you, number one, who is it that you're here to work with? Number two, what is it that they're struggling with? Number three, how you're uniquely qualified to partner with them to move them through to a solution? All businesses are created as a solution to a problem, whether it's a service-based business or a product-based business. When I see a woman struggling financially, a lot of times it's because she's doing too many things and she's not really clear and focused on the activities that are moving her and her clients to a solution to a problem. So if you're feeling a little frustrated, I invite you first to go back to the clarity piece. Who is it? What are they struggling with? How are you helping them? This is your basic business model in every industry. When you're working in that place, things start to fly a little smoother.

I was recently at a training. I was really fascinated by the person that they brought in to be our guest speaker. It was a woman who has been building a business for nine years. She is very smart, very focused. She knew her business model. But after nine years with a multiple eight-figure business, I will just tell you it was a \$30 million business, her profit was only \$32,000 after nine years. I was pondering this and thinking, how would I help her if I had this conversation with her?



What I can tell you is this. You've got to learn to love your numbers, and you've got to learn how to understand your numbers and how to track them. So if you're just getting started in business, and maybe you're making \$20,000 or \$50,000 a year, or you've been there and you've kind of hit a ceiling, maybe you've hit the six-figure mark, maybe you've hit the seven-figure mark, it doesn't really matter about the gross revenue. What matters is how much you get to keep and how you use your money wisely.

At our Flow Retreat each year, we really focus on what to track, how to track. We share all of our resources that we use in our own organizations. It's not complicated, but it does take a little bit of time and focus on your part. I don't want you to be building, building, building and only focus on the gross numbers. I want you to be looking at not only how much are you bringing in, but how much of that are you keeping, and then how are you choosing to grow that. Your profit lies between your gross revenue and your net numbers. This space between is the place that I want you to really learn how to fall in love. We've got some great resources for you. So let me know if you need some help here.

The final thing that I want to share with you about making money and why I say money is the easy part is that what I really want you to be focused on is your service and your opportunity to make a difference in the world. Not in a way that you're so far up there that you're not in the day-to-day trenches with your people, but in a way where you're tapped into your vision and mission. The greatest organizations that I work with both in the nonprofit sector and the private sector are those that are run by a strong founder with a big vision, and a team of those who really share that vision and mission so that we can get out and help others. I want you to tap back into why are you doing what you're doing. Learn to track. If you need some help with that, reach out to us. We host our Flow Retreat twice each year. We'd love to have you come play with us. You can always find more gifts and more opportunities through our website at limitlesswomen.com.

[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!