



The Limitless Women Podcast Where Are My People?

Are you wondering how to find more people to help with your business solutions? Do you know how to add more value through your marketing? Humanizing your business through building trust and nurturing these relationships is the key to growing your business. People do business with people -- people they know and trust. With patience and tapping into your prospects' pain points, learn how to use each and every type of interaction to gradually build meaningful, long-lasting relationships that will expand your business.

Want to skip head? Episode Highlights

- [01:00] Learn what needs to happen for you to gain clients and grow your business.
- [01:48] Discover an important question you can always ask yourself when out in the world to guide you to the people that are meant for you.

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] Okay, so you've got a great business, you know you're good at what you do, and you may be wondering, "Where are my people?" In today's video, I'm going to tell you exactly how to find them.

Now, you may be sitting here, thinking, "I've got this great business plan. I've got proof of concept. I've been able to help a few people, but I'd like to help way more." What I'd like to share with you in today's video is the fact that trust takes time. In order for people to do business with you, they have to get to know you and they have to feel familiar. We always get excited about meeting someone and knowing that we could help them. They've got a problem. We've got a solution. The challenge is they're not sure you're the one. You may know you're the one, but they're not ready.



In our world, we call marketing foreplay in sales the deed. We do a lot of training on helping our women get really clear on their sales process, what they're offering, their business plan, but this piece of marketing takes a little bit of time. You might have heard that people do business with people they know, like, and trust. They may know you, they may like you, but trust is something that has to happen over time.

So what I want you to really be thinking about when you're out in the world is, "How do I add more value through my marketing?" This is why we're shooting these videos for you. We're putting out little pieces of information so that you and I can get to know each other in a gradual way that feels right for you. Be thinking about what is your prospect struggling with. Where are they feeling stuck? Can you add value to them without just trying to go for the sale? Can you nurture that relationship?

Give yourself a little patience, a little space, and ask every day, "How can I add more value to the marketplace?" Anything that you can do in social media, in telephone calls, in your interactions while you're out networking that adds value is going to build trust and that will lead to the relationships that will help you grow your business.

[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.

[MC] Did you know that Limitless Women offers an online community, a premiere business school and annual live events? Find out what Limitless Women has for you at LimitlessWomen.com.