



The Limitless Women Podcast Samantha Bennett

In life we go through stages where we find ourselves doubting our purpose and doubting ourselves. This lack of confidence can lead to a period of indecision, missed opportunities, and disappointing results. If you are currently feeling this, then today's episode is for you. The highly successful Samantha Bennett will guide you through an exercise that will shift your mindset using the power of language. Let's move out of doubt and indecision and back into purpose and drive.

Originally from Chicago, Samantha Bennett is a writer, speaker, actor, teacher and creativity/productivity specialist as well as the author of the bestselling book, "Get It Done: From Procrastination to Creative Genius in 15 Minutes a Day" (New World Library)

Want to skip ahead? Episode Highlights

[06:43] A successful entrepreneur and a stage actor have one characteristic in common, listen here to learn what it is.

[08:48] Play along as Samantha leads you through a language exercise that will spark a change in how you view yourself.

[33:00] What does your brand say about the values you want to be known for?

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] Today's episode is a little different. Since 2014 we've been hosting an event called the Limitless Women Legacy and Leadership Mastermind. What I do at this event, each year, is invite a hundred of my girlfriends to come together and really share principles and practices of what makes a successful business in today's world. In addition to that I invite a few of my peers, and role models, and women that I look up to who've really knocked it out of the park with their businesses, women who have scaled and also at the same given back and created great contributions with their businesses. Today's episode is an interview with one of those



women. I'm sure that you're going to get tremendous value out of this so if you are able to take some notes, grab some great insights for yourself, I think you're going to find this one really a lot of fun.

Laura: I am super excited to introduce you to another one of my great girl friends, who I think is here. I'm hoping she's here. Samantha, are you here?

Samantha: Here I am.

Laura: Hey. Hi.

Samantha: Hi, sweetheart. How are you?

Laura: I'm so happy to be with you.

Samantha: It's been a wonderful day so far. This has been super cool. I'm so happy. I love watching everybody get all filled up and all excited because, you know, entrepreneurship could be lonely, lonely business. *[laughs]*

Laura: Or it can be a journey, right? It can be an adventure. And so, I ask you once again to be a guest speaker with us because you've spoken for us many times and we always love being with you. We're always so entertained. Let me look at my notes. I know I want to talk about something that you said that I thought was really powerful, your true voice.

Samantha: Yeah.

Laura: I thought that was worth someplace we want to go. And I would love to have you share with us who don't know you and some of you who do know you. There's things we know and things we don't know, right? Like, I learned this morning that Elaine Williams is from Texas. It's all becoming clear for me now. **0:01:36** Elaine I love, you know, my kids are born in Texas. I'm from the South, I get it. Tell me about a little bit about your journey with entrepreneurship, but start with your journey as an entertainer, because I think it really ties into what we want to talk about, which is your voice as your legacy. And, what I'd love to have happen for all the women on this call who struggle with marketing and feel like it's hard and draining and they don't want to do it, you make marketing fun. And you make just everything fun. So, I was just wondering if you could tell us a little bit about the journey because I think there's such a beautiful tie in -- like Elaine, there's a beautiful tie with your -- with you as an entertainer as well as what you do today.



Samantha: Sure. I'm happy to. So, first of all, shout out to my Chicago people. I grew up in Chicago, so, yeah.

Laura: Yeah.

Samantha: Great city. Yeah. So, I was an actor. I was one of those kids who I want to be an actor before I knew what acting even was. Somebody asked me one time what my first – do I remember my first show and I said, “Yes. I remember doing an impression of Stone Soup in kindergarten.” You know, that folk tale Stone Soup?

Laura: Oh, right. You put the stones in the water and that turns into soup supposedly.

Samantha: Right. And then, try to trick the villagers into putting in vegetables and meat.

Laura: Right. Right. Right.

Samantha: And, I just thought it was a great story and I thought we should act it out. And so, my mom says, “No, Sam, because you were in it because you produced it.”

Laura: *[laughs]*

Samantha: She said, “You made them do it. You brought in the script and you bought in the costumes and you made them do it.” *[laughs]*

Laura: Funny.

Samantha: But, I'm like I'm 4, how did I even know...

Laura: *[laughs]*

Samantha: But, so you know, just a born artist, right? We didn't ask to be this way, we just came out this way. So, I did all the shows in school, went to theater camp, went to, you know, school to study theater. I actually left Northwestern University in the middle because I got a job offer at the second city, which seemed a lot more interesting and it was.

Laura: *[laughs]*

Samantha: So, it means I spent about ten years in the salt mines of comedy with some of the most famous comedians in the world. There's a very cute picture from my first wedding of me in the big white dress because it's my wedding. And there's Steve Carell and Steve Colbert and...



Laura: Nice.

Samantha: Ian Gomez and Nia Vardalos and Jim Belushi, and all the people. *[laughs]*

Laura: All the people you want to hang out with.

Samantha: All the people you want to hang out with. But, we're just kids in a van going down to do a show in, you know, Bloomington, Illinois. And so, you know, I had a career in Chicago and then moved out to Los Angeles and I had one of those acting careers that well enough that you didn't want to not do it, but not quite enough to support a person. So, that meant that I just was doing all these jobs and gigs and projects and shows and auditions and part time and full time and blah, blah, blah. And along the way, I got super interested in this question of how do creative people make decisions, how do highly creative people make decisions. Like, when you could kind of do anything and this is a problem that a lot of you guys have, you're good at a lot of things. So, how do you decide what to do when you could do anything to market your business, how do you decide what to do? Should I have a podcast? Should I have a live event? Should I stand on the street corner with a sandwich board, like, aah? So, I started teaching a class called Get It Done, which is sort of project management for creative people. It's how to figure out what you want to do and the way in which you want to do it, so that you're doing what you want to do in the way you want to do it, because then it's easy, right? That me get that ease factor **[0:05:03]** So, that turned into the book, Get It Done: From Procrastination to Creative Genius in 15 Minutes a Day, which totally got endorsed by Seth Godin. I'm so not over it, it's been years.

Laura: *[laughs]*

Samantha: I'm not over it.

Laura: It's so good. It's worth celebrating again and again. Yeah. Yeah.

Samantha: Exactly. And then, the next book, Start Right Where You Are: How Little Changes Can Make a Big Difference for Overwhelmed Procrastinators, Frustrated Overachievers, and Recovering Perfectionists. And those books have done really well and I, you know, so now, I teach online, I work with highly creative people helping them, you know, get undone. I had some people message me saying that they just bought my Turn Your Wisdom Into Online Workshops class, which is awesome. So, please ping me and let me know how it goes or if you have any questions, I'm so curious. So, yeah, so that's my, you know, so I was a lot of stage a lot of impromptu comedy and I really I believe that the life in theater is fantastic training for almost anything, but especially entrepreneurship.



Laura: Yeah.

Samantha: First of all, you're very used to thinking of yourself as a commodity. You know, when you're the actor, you're the product. And, you get very good at bouncing back from rejection and disappointment. You're always looking for your next gig. You know that no gig is permanent, like you always think, you know, that relationships are everything, everything.

Laura: Guys, these are golden nuggets. I hope you're taking – you're writing things – these things down. Yes.

Samantha: Everything. And, you learn have a lot of faith in the universe, you know, like wheels are turning that you don't know about. It happens all the time. You know, I'd be at some incredibly low point thinking like, oh, maybe I should quit this, maybe I should do what everybody says and get a real job. And then, ring, ring, ring, "Hi, Sam. This is me from three years ago. You know this is a relationship so and so gave me your name, blah, blah, blah, can you be on set tomorrow at 9:00?" What? Yes, I can. *[laughs]* Thank you very much.

Laura: *[laughs]* Yeah. Yeah.

Samantha: So, yeah, there's a lot of – so, if you all have kids who are interested in theater and you're like, "Oh, no." No, no, let them do it, because if nothing else is to learn to stand up in front of people and talk, which is amazing.

Laura: Well, I think about too when we talked about earlier about, you know, like life happens, right? You know, we started this morning, we lost a dear friend two weeks ago now. And, you know, life is happening while you're doing all these other stuff, right? And that's not my quote, I don't, you know, John Lennon, somebody gets credit for that one. But, I think that the – the flexibility and the ability to be with what is and to morph and to, you know, the show must go on. I literally said that to Andrea this morning. I'm like, you know, we find a videographer, the show must go on, right? Like this is what it is. So, in life and business, I think there's going to be great skills, great skills. Let's talk a little bit about your word and how great you are at writing. You write so well and so enter – you're so entertaining, I love your work. And I want, you know, to say that how do make that expressing ourselves in the written word not so challenging?

Samantha: Yeah. So, I have a little exercise for us to actually help us do this, right? Because...

Laura: Let me get my tablet.



Samantha: Good. Because as you all know, you know, words are incredibly powerful, language is incredibly powerful and it – they can turn on the charismatic light bulb, right? When you're using the right language, it's just like when you're walking down the street and you walk past the shop, you're like, "Ah, there's nothing in that store for me." And you get to the next store, you're like, "Oh, what's in there? You know, I'll be right there. I'm going to pop in." Right? You can just look in the window.

Laura: Yeah.

Samantha: You can tell, you're like, "Oh, no. This is my – they have my things in here." Right?

Laura: Yeah.

Samantha: Language does that same thing. It lights up that same way, so that your – your people, the people who are ideal clients for you will go, "Oh, oh, oh, that person." Right? And, better yet, you're not ideal clients won't even know you exists.

Laura: *[laughs]* Oh, no, that's not my store.

Samantha: Right. They go, "What's store?" or they don't even know that store, what do they do...

Laura: I love that.

Samantha: Right? Yeah, because there's nothing more expensive than a bad client. So, let's – and you know people really get hang up on branding and personal branding and what's my niche, so you know dramatic. But, it's really easy because it's super, super simple mostly because you all have been you for some time now.

Laura: Yes.

Samantha: So, we're not trying to invent anything, we're just trying to name what's already going on. And I have a little bit of sneaky way to do it.

Laura: Okay.

Samantha: Not that sneaky, but it's a little game that has a bunch of applications actually. Some of you may have done this with me before. I have to say every time I do it, I get different answers, I get new things revealed, so it's fun every time. So, I want you to grab a piece of paper and I want you to really think like whatever the first that just bubbles up for you when I



give you the prompt and like whatever bubbles up, just that's your answer. Just go with the first one. **[0:09:57]** I have a little theory around creativity that like whenever you have that like, oh, I can't think of anything feeling, it's because you actually did think of some – you had, you know, you creatively threw something up you and you were like, “No. That's not good. It's got to be better than that.”

Laura: *[laughs]*

Samantha: And creativity is like, “Well, fine. You think of something.”

Laura: Okay.

Samantha: Then, you can't. So, trust that first, you know, especially if you're like, “That's so weird. I don't know who that person is. That's so strange.” I love those. Those are the best. Okay. So, the first – I want you – I'm going to ask you to write down five things. The first name -- five names, the first name, I want you to write down is the name of someone in your own field, however you want to define your own field that you just you think is cool, like you would lunch with them. You admire them, you're interested in them. You dig them.

Laura: Okay.

Samantha: Right? So, somebody in your field that you dig. And, again, that first name is perfect.

Laura: Okay.

Samantha: The next name I want you to write down is somebody from the world of television or film that you just you think is cool, you would like to have dinner with them. Maybe it's a character, maybe it's an actor, maybe it's a producer, maybe it's a show itself like Hill Street Blues. That's going back.

Laura: I'm watching Anne with an E right now.

Samantha: Oh!

Laura: I'm so in love with her. I'm obsessed with her. **[0:11:15 inaudible]** is my first answer, so I'm just saying.

Samantha: Very good.

Laura: That is number two? Okay.



Samantha: Good. So, somebody from – first one, somebody in your own field, second one is somebody from TV or film. The next name I want you to write down is somebody from history that, again, you think is cool, you would like to have dinner with -- ancient history, recent history, modern history or family history or personal history. I don't care, it doesn't matter. Okay. And now, this one's probably my favorite. I want you to write down the name of cartoon character or an animated character or a comic book character that you're like, "You know what? I kind of love that animated character. I would – I dig – I dig that character's action. I think they're cool."

So, comic book, animation, cartoon. And then, the last ones I leave wide open for you. So, just another name of someone that you admire, care about, would like to emulate, somebody from your personal life, somebody from the world, it doesn't matter.

Laura: Living or dead?

Samantha: Living or dead, it doesn't matter. Real or fictional, it doesn't matter. Good. Now, this list alone, this list of five names alone has some value for you. Currently, it can be a little pantheon of – of people you admire. I mean, you know, it's – we need to develop our creative family our entrepreneurial family, who are the people we're going to look to, who we're going to learn about, who we're going to learn from. So, these names maybe people that you want to investigate a little bit more or also just a great source if you have to write a blog post or something, you know, find a quote from one of these people. You know, you may wrote down the name of somebody where you're like, "I'm not even really sure I know very much about that person." Great. Maybe buy their, you know, buy biography and you know read it on your next plane trip, assuming we get on planes ever. When you're going to Colorado to Laura's event.
[laughs]

Laura: Yay!

Samantha: You know, you get to dress up with someone for Halloween. I don't know. But, you can use these names as a source of inspiration for you because there's some resonance between you and them, right? It will be a little bit more magical than just some other name that you pull out of the hat. But now, here's step two of this little process. Next in the name you wrote down, I'm going to ask you to write down what is the quality what is it about that person that you think is so great. And, wait, pause, stop freeze.

Laura: *[laughs]*

Samantha: Don't start writing yet because I want to put a little improvise on it. There are some words in our vocabulary that have grown to mean too many things. Nice means too many things. Cool means to many things. Awesome it means too many things, which is annoying because it used to mean something very specific. So, if you find yourself with one thinking, "Oh,



yeah, I love that person because they're so smart." Okay, well, smart is one of those big words. There's all kinds of ways to be smart. Everybody is smart in some way. So, and they're so smart because they're so evidence-based. You know, they're so – they're so good with language. You know, "Oh, I love that person. They're so awesome." Great. And they're so awesome because they're so warm-hearted. Warm-hearted, right? So, just if you find yourself one of those big words, just go one step more to be a little more specific. **[0:14:54]** So, going back that first name you wrote down, what is it about that person that you think is so cool? What makes them fun, interesting? And, again, the first thing that bubbles up is fun. It might be a phrase even. And just go down your list. So, you do it for the person in your field, you do it for the person in TV and film, for history, for the cartoon character, and then for the other. Okay? Okay. I see heads down. Okay, look up, look up with me when you're ready. Okay, go. All right. So, now, you have a list of five words that describe you. Yay! Surprise, it's a magic trick. *[laughs]* Some of you already saw that this is where this was going, right? So, most of what I want you to do is just throwing these words around, right? Use them in your emails, use them in their blog post, use them as a signature sign off, you know, enthusiastically yours, right? I wrote down for example. So, for somebody on my won field, I wrote down Byron Katie, because she saved my life. And I think she's so cool because she's super authentic. You know, she is exactly who she is. TV and film, I wrote down Mr. Rogers, because I'm a little fixated on Mr. Rogers. And for his quality, I wrote down kind. He's just so endlessly kind. For the cartoon character – oh, for history, I wrote down Shakespeare, of course, because I'm an actor.

Laura: *[laughs]*

Samantha: And I put the perfect word, right? His – his ability to put the perfect word to the perfect thing. For cartoon character, I put Dory. You know, just keep swimming, just keep swimming.

Laura: *[laughs]*

Samantha: And, what I love about her is her good humor that she's always so like optimistic and cheerful.

Laura: Yeah.

Samantha: And for the last person, I put Walt Disney, who, you know, some, well, Walt Disney as a person is a little problematic. But, what he created out of his mind is just jaw dropping to me to this very day. I just – I can't imagine looking at a swamp in Florida and going, "You know what we could do."

Laura: *[laughs]*



Samantha: It's amazing.

Laura: Again, like who thinks of these things, right?

Samantha: Who thinks of these things?

Laura: Well, here's my question, Sam. With this we could place, I would like to share with you mine just because, you know...

Samantha: Yes, please, say yours.

Laura: But, Audrey, if you're listening because I'm not sure if Andrea's on. I want to do a partner share, with this, you get place your partner shares because I think this is so revealing and I feel like I've done this exercise with you.

Samantha: You might. I do it a lot.

Laura: For some reason, every time, it's brand new for me. I'm like, "Oh, let's do this exercise because I always have so much fun." And like, "Oh," But, I did get different names.

Samantha: Yeah.

Laura: And, I'll tell you what was interesting for me is that one of my people was Oprah and why – why she's appealing to me, it might default to think that she a philanthropist, although that I have another person on list who's appealing to me as a philanthropist. But, she's a pioneer.

Samantha: Yes.

Laura: And it's an interesting thing that you said these words to find yourself because I thought, I don't really think about myself as a pioneer. But, I also am really aware that I have a special power around innovation, so it's interesting.

Samantha: And here's the thing, some of you may be having a feeling of like, well, I don't know this seems a little aspirational, like I might like to be these things...

Laura: *[laughs]*

Samantha: I'm not sure I actually am these things.

Laura: Right.



Samantha: But, here's the thing. First of all, yeah, you are. Just take the note, you are. If you showed this list of ten people who know you, they're going to go, "Oh, yeah, that's you."

Laura: *[laughs]*

Samantha: Right? And, we can also – and they feel less special, but when we think about it a little bit more, everything contains a spectrum, right? So, it's wonderful to be a pioneer to be a leader to be an innovator. But, again, it can also be very lonely, right? Because you're talking about things and no one's getting it, right. Because you're the first one out there... *[0:19:18 crosstalk]*

Laura: I tell people this often, but God bless my husband. He was like you want in – and we've had lots of businesses before, so it's not like this is my first rodeo. But, he's like, "You want to build a business, where you give away all the profits? Like, who's going to pay for that?"

Samantha: Right.

Laura: It doesn't even make any sense.

Samantha: Exactly.

Laura: Yeah.

Samantha: So, you just have to – so, you know, we get the good and the bad of it. It's wonderful to be, you know, possessed of the spectrum of intelligence, most of you are. And that means you've been everything from the genius, who solves the problem to an overbearing know-it-all.

Laura: Yeah.

Samantha: Sometimes in the same moment, right? You know, it's lovely to be beautiful, but my most beautiful friends will tell you it's also very hard, because you're always wondering, did they see me? Did they see who I really am?

[0:20:03]

Laura: Right.

Samantha: What happens as I age or people seeing my soul, right? So, we get on the whole spectrum and I guarantee you the best moments in your life are due to exactly these words you wrote down and some of the lowest moments in your life are due to exactly these words you



wrote down. If you have words that you came up with that you're not crazy about, just go to the thesaurus and find another one. Just find one that's – because there's probably something in that spectrum you may not like that exact word, but something in that spectrum might appeal to you. People are really responding to this in the chat, that's very nice.

Laura: All right. So, let's do this. Can we just go to a quick partner share, five minutes. It's 3:15 right now, so five minutes and everybody gets two minutes each, unless you wanted to do something different.

Samantha: What I'd love to do is free read you list words, no editorializing.

Laura: *[laughs]*

Samantha: No editorializing because you're going to want to like kind, I am kind, sometimes I'm kind, I'm a little bit kind. No, just say the words. We don't need to hear the celebrities, just say the words, all right? And then, whoever else is in the group with you can say, "I see that about you."

Laura: Oh, sweet.

Samantha: Right? Or I love that about you.

Laura: Nice. Okay. So, partner share, so please keep Sam and I out.

Samantha: Right.

Laura: We're going to do five minutes. Can we do that, Audrey? Because I can't see you because I can just see myself and Sam right now.

Audrey: Okay. So, I am not...

Laura: We just divide the group break out rooms.

Audrey: Yeah. I'm not sure if I can keep you and Sam out. I have it ready to go for two people per room.

Laura: Okay. Well, do what you're capable and then, we'll go too. How's that?

Audrey: Okay.



Laura: All right. I'll see whoever my partner is in a minute. Okay. I see it now. All right. Jane must be over there, she is. I think I'm out, Audrey, because I'm in – because I'm the host.

Audrey: Okay. And I feel like I did – I don't see an invitation to myself.

Laura: Me neither. So, Andrea is going to be invited. I'm hoping that she finds her way. And then, Jane is getting invited. So, we have even rooms? Let me look real quick and make sure everybody's there, because I don't want them to be in the room by themselves.

Audrey: Right. And, Andrea just said she didn't accept her invitation.

Laura: Okay. Hold on for a second. [0:22:23 inaudible], so Meg is by herself. So, Andrea, can you accept and be with Megan? Did you able to do that? Oh, no. Okay. I'm going to...

Audrey: It should be Jane [Doober] and Megan should be together. Jane, can you join at all?

Dr. Yvonne: There you are.

Audrey: Did you get an invitation, Dr. Yvonne?

Dr. Yvonne: I did. It sent me to room 16 and said I was with you. [laughs]

Audrey: Oh, okay. [laughs]

Dr. Yvonne: I'm with Audrey, but she's not on, so I left...

Audrey: Oh, so you're coming? I don't see the invitation to me, because I set up the – the break out room. I'm like I don't even know where I can...

Dr. Yvonne: That's funny.

Audrey: Yes, you're right.

Dr. Yvonne: It's okay. Good thing I left the room. Are you there?

Audrey: Yes, I am. Sorry, I'm just like trying to figure this out.

Dr. Yvonne: I'll tell you with all the technology, I know nothing about it...

Audrey: There is no rehearsal. Let's just put it that way.



Dr. Yvonne: You're doing great.

Audrey: So, okay. So...

Dr. Yvonne: Do you want to start?

Audrey: Yeah, we can. If anyone else wants to join us, please do if you didn't get into a room. If you see an invitation for you to join the room, please accept it and that's – that's where we'll be. So, I'll just going to read a message?

Dr. Yvonne: Uh-uh.

Audrey: Okay. So, I wasn't able to do the exercise. I heard it and – but I will totally recede and be receptive to you. And so, tell me what you've wrote down? I was working through the exercise, I wasn't daydreaming. *[laughs]*

Dr. Yvonne: No worries. So, for the first person that I put and actually put two, just the overachiever that I am because two people came to mind. I use the words professional educated.

Audrey: Who is the person?

Dr. Yvonne: His name is [Mark Schlar]. He's in my field. So, professional educated. And then, the other person in my field, his name is Jill, Dr. Jill Blakeway, doctor of Chinese medicine.

[0:24:59] For her, I use the word composed. She always looks so composed on television. She's been on – what's his name? The famous cardiologist on TV?

Audrey: Dr. Oz.

Dr. Yvonne: She's been on Oz. She's been on a few other things. And she always has this very composed manner when she's speaking, very comfortable in front of the camera, at least, that's how she seems.

Audrey: Well, I see that in you.

Dr. Yvonne: *[laughs]* I don't feel that way, but thank you very much. I receive it. So, the other one is someone from television or film and I have, again, two: Taraji P. Henson.

Audrey: Oh, yeah.



Dr. Yvonne: And Viola Davis. And for Taraji, I put sassy, fierce. For Viola, I put talented. And then, someone from history that I think is cool and is present history, I put – and that’s an oxymoron, present history, Michelle Obama. Actually, my two, Michelle Obama and I put the Roadrunner. *[laughs]* So, for Michelle Obama, I put polished and for the Roadrunner, I considered the Roadrunner female and put witty, fast, stayed on her lane. *[laughs]* It’s an interesting exercise. So, that was history with Michelle Obama, the cartoon character was Roadrunner. And then, finally, another name of someone I’d like to emulate and I have two physicians. One is Juergen Winkler and Mimi Guarneri. They’re both functional medicine doctors. Mimi Guarneri is well-known as a functional medicine cardiologist. Juergen Winkler does a lot with oncology.

Audrey: Nice.

Dr. Yvonne: So, and the word I use for Juergen is fun because he’s definitely quite a lot of hoot. And, Mimi is innovative.

Audrey: As I said, I see you in all of that.

Dr. Yvonne: *[laughs]* Okay. Thank you.

Laura: Hold on. [Kate Pane], unmute yourself. Don’t you dare. This is like when somebody says like I was going to tell you this thing, but then like, oh, maybe I’ll tell you later. And then, I’m like...

Kate: I know, I was going to start to say what I wanted to say and then it’s like you have two seconds left and I’m like...

Laura: And then, she’s like I can’t tell you because we’re going to get cut off. I’m like, well, then, tell me, what was it?

Kate: And now, I lost my train of thought because I kind of **[0:27:25 inaudible]** myself. So, I think it was about that when I talked about growing my business and I’m taking these steps and I put together a team over this past year and I’m still in this place where I’m a little stuck, but not as stuck and I need to go somewhere and I just need to like make it happen. And I – that person is probably you. It’s like I’ve been asking this question for like a week and I’m like, who? Who? Who? Oh, Laura. Duh?

Laura: And, I’m going to tell you something else. I’m a Leo and I’m a redhead stepchild. If somebody is about to give me a compliment, I’m like, like a puppy, like I don’t stop. So, what



you started to say was one of the things I really love about you and then we got chopped off. So, think about what you love about me and tell me later.

Kate: Okay. Well, one of the things I love about you is when we first had a conversation after I met you at eWomen Conference in Dallas in 2019 and we had a follow on conversation. I was a...

Laura: You got muted. You're muted, Kate.

Kate: I don't know how that happened. I thought I was...

Laura: I'm all ears.

Kate: Well, the thing that I love about you is that I met you at eWomen in Dallas in 2019. And then, we had a follow on conversation and it was a friendly conversation. And then, I was hit with a struggle that I thought I knew you knew something about.

Laura: Right, I remember that.

Kate: You allowed me to, you know, you gave me time and you helped me through that awkward thing that I was dealing with. And ever since then, it's just I felt – I just felt like you walk your talk, Laura. You know, you care about people and you're willing to help. And, I mean, at the time I was like I'd love to work with you, but I don't have the resources and you're like, "You will someday."

Laura: You will.

Kate: And I think that time might be here...

Laura: Resourceful, right? This is the thing. Come say hi.

Male: Do you want to see?

Laura: Anne, look what he brought home.

Anne: Hi, Scott.

Kate: Nice.

Laura: Well, he wanted to thank you, Kate.

Kate: You're welcome.



Laura: Not just get off of that and I love you and I – what I said, Betsy Clark, are you on here because I never want to say anything behind your back, I’m going to say it to your face. Betsy, wave please.

Betsy: I’m here.

Laura: All right. Cool. So, I said to Kate, I said, “You should talk to my friend, Betsy Clark, because I had to court her for like two and a half years before I could get her off the fence. And now, we’re having so much fun together and she’s making money. So, if that’s...

Kate: And I said, “I know Betsy.” And Betsy and I have already had a private conversation that we’re going to try to chat soon. Hi, Betsy.

Betsy: Hi, darling.

Laura: All good luck. All right. So, here is the deal. Know what you want and I want to put a caboose on the train with the flowers coming in because when Scott wanted to take me out in that hot second that we dated, right? For ten weeks that we dated, I said, I can only use a man for four things. You can do that math; have dinner with me, go on vacation, buy me flowers, and have sex. **[0:30:21]** And I said, and I can do all these things by myself, but they’re way more fun with the right guy. So, now, 21 years later, flowers, look nice. We’ll leave the rest to the imagination. That’s why we’re still married for 21 years. But, you know, he’s a good boyfriend. He’s a good husband, good boyfriend. All right. Back to business. How was that for everybody? Did you have fun? Oh, wait, Myoshia had to share.

Myoshia: I was just going to say I hate that Carlton is not here because he would have love to say hi to Scott.

Laura: Oh, I know. We got to get them together again for sure, because we’re trying to figure out if we’re going to come to see you in Houston. And you don’t even know this, but in Houston in Dallas. I’m going to be in Dallas in June and I’m going to try to coordinate that, so we can come down to Houston and see our son obviously, but come and see you guys too.

Myoshia: Yay.

Laura: So, we’ll see if we can coordinate our calendars because I would love to get them together again. All right. Sam, what do you got to wrap us up with this? What do you think? This was fantastic.

Samantha: So, I wanted to challenge a few of you because I see in some of the words you posted and the people in my group too. You picked some big words, which is fine, but I just



want you to go more specific. So, you're so fun because you're so what? Right? You're so intelligent, because you're so what? You're so creative because you're so what? Right? Pick that word that's just a little bit more specific and you'll see that light bulb goes on. I especially love words when they sort of contradict each other, right? When they seem to be opposites and we're like, "Wait, how could the person be opposite?" And the example I always give is what if I told you I had a friend who's a hundred percent artificial fake and a hundred percent real and authentic and hard felt. And you'd be like, "I don't get it." And then, I would say, "Oh, please my friend, Dolly Parton." And you go, "Oh, my gosh, she's a hundred percent artificial." She will point out to you everything on her body she paid for. And, she's a hundred percent real and authentic and heartfelt. And nobody doesn't love Dolly. If you don't love Dolly Parton, I don't want to know you.

Laura: *[laughs]* We love Dolly.

Samantha: And so, start leaning – so my main thing for you is to start leaning into these words, right? And when you have that, I don't know what to say feeling, look at those words. Tell a story about a time when one of those words have shown up for you. Because not only do they describe you, but they also describe a lot of your ideal clients, right? This is where you have a values match with people. And this starts to give you a come from in your business, right? My authentic kind, the perfect word, good-humored, and creative, those are the stated values of the organized startup company. So, when I have a problem in my business, you know, let's say I had an unhappy client. It doesn't really happen, but let's say I did, then I could say, "Well, all right. What is the authentic, kind, goodhearted, well-languaged creative way to respond to the situation, right? So now, I have a specific come from and my value start to get baked into my business. So now, my business starts to be a force for good in the world. My business starts to living out my values for me, right? So, my emails match this. When I go to a web designer, I say, "Look, I don't, you know, you're the designer, you know what it should look like. But, I needed to feel kind, authentic, creative, good-humored, and fun and authentic." Right? And this is what artists do, you give them themes and they start to go, "Oh." You know, I go to my hairstylist, I say, I needed a haircut that is these things. And I don't know how a hairstylist translates...

Laura: *[laughs]* I will give my words. I'm like, well, that's a lot of work.

Samantha: Fabulous hairdo, but they do. Because I am not from the South, I can't hold a curling iron for anything. Like you all are born with the curling iron. I can't do it at all.

Laura: *[laughs]*

Samantha: So, there's a million uses for these words, start stacking them up. If you want a little homework, I will give you little piece of homework, which is start keeping a running list of all



the compliments you get. I don't care who says it, I don't care what you think they want from you or what you think they meant by it. Again, no editorializing, just what they say. Something like, "Oh, that's so nice of you. Oh, Laura, you're so nice, so nice." "Oh, gosh, that's smart. That's a smart thing to say." So, smart, right? And just start just keep making a list to these words partly because, first of all, you all are getting way more positive feedback than you think you're getting.

Laura: So true, right?

Samantha: Right.

Laura: Because I – I don't know – I want to take us to a break, but when we come back, we continue with this conversation. But, I was always so curious for those of you that are brain people. Like, what is it about our brain that...

[0:35:02]

Samantha: It's a survival – it's a survival thing.

Laura: Yeah.

Samantha: It's a survival thing because as much more...

Laura: I think we hear this negative versus all the beautiful things we hear that's positive, right?

Samantha: Right. 99 compliments and one criticism and what's the one, that's the only thing you hear.

Laura: Like a dog with bone, that's what Jennifer says. Yeah.

Samantha: Like a dog with a bone. It's a survival mechanism thing because it is more important for your brain to remember the one berry that makes you sick than it is to remember the 99 delicious berries.

Laura: Wow.

Samantha: It is more important for your brain to remember the behavior that gets you, you know, to look from your grandmother than it is to remember the behavior that is just sort of generally approved of, right? So, we over remember the negative stuff, we over remember the time it didn't work for us. So, I want you to deliberately bring your attention back to the 99 delicious berries.



Laura: Yeah. *[laughs]*

Samantha: You are 99 delicious berries and just start keeping that list and it's a great – it's a great confidence builder. I have terrible social anxiety. I am extremely shy and extremely introverted. Laura knows this about me.

Laura: I have to come to Carpinteria to see you.

Samantha: It's true. I don't seem like I am, but I am. And I used to sit in my car before auditions and before parties and stuff and read through my list and be like, okay, in general people find me these things. And you'll see, you'll start to see the same words coming up over and over again. And it just removes so much anxiety because we all have that, like, oh, no, what are they going to think of me? Well, probably they'll probably going to think these things.

Laura: Nice.

Samantha: Because you're you and you've been you for some time now, so...

Laura: So precious.

Samantha: There you go.

Laura: All right, everybody, unmute yourselves, please, and join me in a round of applause for the amazing authentic.... *[applauds]* I have to tell you this. We had a conversation before and she was like, "You know what? I'm saying no to a lot more things." I was like, "Before you stop saying, you know, before you start saying no to a lot more things, could you say yes to me one more time? Because we just never get enough of you. We love you so much. It's so good to have you with us, darling.

Samantha: It's delightful to be here and I see some of my favorite people are here, so it's great to see everybody.

Laura: We love you, love you, love you. All right. Unless you're – are you going to be with us after the break? I put you on the spotlight for everybody, but you stay for a little bit after the break?

Samantha: I'd be happy to. Yes.

Laura: People would love to chat with you and have some questions. Okay. Cool. So, let's do that. So, we're going to take a break because I promised I would. It's 3:32, so a little bit late. This afternoon, the next hour and ten minutes going to go super fast, so what I would like



to do, Sam, is take a couple of minutes to open up for questions, maybe like five or ten minutes. Then, I have a training for you on decision making. You know, one of the promises of this event was how to make effective decisions. And I can tell you that people who are good at this are good at life and great at business. So, I have some things to share with you about that and then, we will go to your afternoon break out, so you can make more new friends. Hopefully, different new friends if we got it stretch it right. I think we did. So, you make different friends you made in the morning break out and then, we will come for a wrap up. How does that sound? Good? Worth being here? And like I said we'll go fast. So, if you are -- housekeeping stuff. Two other things was -- two other things were -- are -- I can speak English -- the power of your words, Sam. Two other things to know are the links for Girl Up Uganda. If you haven't made your donation, please join us by doing so. Make the donation of your choice is my request that you do that today. If not today, then tomorrow. But, please, do it while you are here this weekend because a lot of times people will think they will do it after the event and life happens. So, tinyurl.com/girluppartner. And, many of you have scheduled calls with me, so thank you for that. I'm so looking forward to speaking with you this week and catching up with some of my girl friends that have been a little [nutty] for the last few weeks. And the way to schedule a call with me is to go to schedulemycall.today. That's schedulemycall.today.com. Don't make it complicated, schedulemycall.today. Good? All right. So, who has questions for the fabulous and amazing Samantha Bennett about anything that we talked about?

Female: Okay. Barbara says, "Sam, I'm great at marketing, not at sales. Laura has helped me, but how do I become even better at overcoming objections?"

Samantha: Well, there's a couple of things. Your best bet of overcoming objections honestly is to address them before they -- they even get a chance to say them, right? So, to even start up by saying, "Look, you're probably going to end up thinking, this is a crap ton of money, I don't really know if this person can help me. Thanks, honey. That's Luke, everybody. He just brought me a cup of tea in my everything is temporary mug because everything is temporary. **[0:40:02]**

And when you can answers their objections and their friction really right up front, you just acknowledge like, yeah, no, this is weird to join a coaching program like this. Most people don't do this, but most people don't succeed either, you know?

Laura: Yeah. Can you do that? Can you share -- this is actually so perfect, Barbara. I love this like a psychic moment you asked this question because I forgot to ask and it's so good. It's one of my favorite Samantha Bennett quotes. Can you tell the context about like when you're doing, you know, the webinar that you do that leads to, you know, to a sale, you have a great line about the dinner?

Samantha: Right. So, when I doing a preview webinar that leads into a course, I will say, I say right at the very beginning, I'm like, "Okay. So, here is who you are. You're here because



you have this problem. I promise you that I'm going to give you some thin slice solution." This is Coop. We can get the whole team here.

Laura: *[laughs]* It's good.

Samantha: And, you know, and then I'm going to have an offer for you that's not going to surprise anybody. And I want you all to do me a favor. This is me quoting myself in the webinar. I want you all to do me a favor. When we get to the part, where I'm talking about the offer, you might have a feeling of like, "Ah, I think I'm good, I think I'm full, I think I got this, Sam. Thanks very much. The free thing was good. I'm out." And I want to tell you right now, it's a trick. Because what I have really done is give you a dinner of potato chips. I'm going to pack as much value in this preview class as I can and you're going to feel like, oh, I learned a lot. And you have, but it's not enough to move the needle. The dinner of potato chips thing, the endless diet of freebies is not moving the needle for you. So, like, I enlist them, I roll them on the sales team right away, right? And the other thing with objections just is it a reason or is it an excuse? Right? So, a reason is, oh, my gosh, my daughter is getting married that weekend. That's a reason, you know. Oh, thank you. This is my father's chair. An excuse is I don't really know if this is right time. And you know you can't really especially if you are in your words, right? So, if you are being your words, you can even use them and you can say, look, I am a, you know, super authentic person. I'm a super kindhearted person. I'm a, you know, this is the kind of person that I am and I can tell you XYZ. You know, I can tell you this true or I'm a very kind person and in kindness, I want to tell you that when people tell me now is not a good time, that's usually them telling me, I'd rather quit than fail.

Laura: Ah, they're not really committed to themselves. Yeah. And I want to, you know, I want to say that this is, you know, we have a lot of training on sales. And I'm so happy, Barb, if you're familiar with a very specific objection that you get frequently, you and I have time and I'm so excited to talk with you about that as far as structuring your sales script and overcoming objections. But, I want to really talk with Sam now because otherwise – because we could really – we could make the next two days just sales training and I don't want to go there because we have sales training we offer twice a year. It's called the FLOW Retreat, so come to that. You're a legacy leader, you come for free. Come to that and we keep honing your sales skills and I will say that for me, sales is one of those places that you're never really done with. You always have new distinctions and new nuances and so, it's a great – it's a great thing to ask. And I don't want to just go down the rabbit hole because we can literally be here overcome the objections and then it would be Wednesday and you know, we'd missed all the rest of the stuff.

Barbara: Thank you both for your advice. It's always appreciated. You both are amazing ladies.



Laura: We love you, Barb. Thank you for asking. All right, Tanya has had her hand raised. Can we skip to your question, Tanya? What do you got there?

Tanya: Number one, Samantha is amazing.

Laura: Yes, she is.

Tanya: And I did send her a message that said I had the opposites. One of mine was loud funny, and then calming.

Laura: *[laughs]* Love it.

Tanya: And, my loud funny is Yosemite Sam and my calming is Laura.

Laura: Aww, thank you.

Tanya: So, that's one of the things I wanted – the one question I had was I am so – I am so full of energy spew onto anybody that will pay attention to me. I'm so extroverted that I don't even know how to spell introvert. So, how – do you have a way that you know of maybe to fix that to bring the loud and funny and calming together?

Samantha: Yeah. So, again, the thing is your fave – that's in your favorite here, it's actually the same answer is pre-announcement, right? When you start out by saying, look, I get super excited about people about ideas about thing and it may feel like I'm just riding some big steam roller and I'm not. I'm really here to help you and to calm things down and keep it real. **[0:45:03]**
But, if I started to get too loud and too excited, just wave at me and go, "Tanya!"

Laura: *[laughs]*

Samantha: And I'll know what you mean.

Laura: Right.

Samantha: You know, whatever you want to say, you know, like you can have name for it, you can have, you know, that's my alter ego, Dolores, so if I start doing that. And the minute you give people permission to call you out on the thing that you know you do, like everyone relaxes, everyone relaxes, right?

Laura: That's awesome.



Tanya: So, warn them that I could come across as a train wreck and then, if I do, just blow the horn?

Samantha: Exactly. And you go, here I am, doing that thing that I told you I would do. And then – so, I spent 15 years teaching personal branding with a guy named, Sam Christensen, who died not too long ago. And, Sam was an amazing teaching mentor. He did a lot of amazing things for a lot of people. And he could define charisma. And what he said was charisma is public self-acceptance.

Laura: Hmm. I love that.

Samantha: Charisma is public self-acceptance. So, when you can say, yes, that thing you're seeing, I'm like that, right?

Laura: And now, let's move on.

Samantha: Now, let's move on and you know love it or hate it, right? I was telling Laura the other day that I was so happy when I get my first one-star review on Amazon because it made me feel like I'm a real writer, right? *[laughs]* But, it's hilarious to me because the review is like, well, I don't know, it's all these enthusiastic you can do it stuff fifteen minutes a day. And I'm like, "Why, yes. Yes, it is." One spotted, you know, like love it or hate it, you know. Yes. And the people who love it are like, "Oh, my God, Sam is so enthusiastic, it's so encouraging and you could do it." So, it doesn't matter if they love it or hate it. What matters is...

Laura: I love this conversation, Sam. And I love that the pre-framing as a tactic. And I want to say, you know, my two cents if I may?

Samantha: Of course.

Laura: The bride **[0:47:05 inaudible]**, like, yes, I do. When we were together in person and hugging everybody and well-dressed up, I do feel like the bride. One of the things that, you know, we've all seen the bumper stickers that say something like, you know, the world is never changed by quiet women or something like that, you know. And I would imagine, I don't want to say that every person on this call has had this experience. But, I know you all very personally, most of you very personally. Some of you are just becoming friends with me now. The women that I hang out with for the most part, we've been told our whole lives to be quiet, because when we're too loud, we're too much, we're too this, we're too that. And I'm here to say like what don't we just choose who we hang out with. Why don't we just really get selective about we're not made for everybody. We're made who we're made for.



Samantha: Laura, this is so important. I'm so glad you said this because that intensify that word, too, has hang up more people and kept more people's work locked in the closet, it makes us furious, you're all a bunch of kidnappers. You've got great work and it's tied up in a closet or in the basement somewhere, right? And, it was a big deal for me when I realized, you know, I'm not too sensitive, right? I might even too sensitive for my mom. I might have been too sensitive for the third grade. But, I'm not too sensitive for the planet.

Laura: Right. *[laughs]*

Samantha: I'm just sensitive. And now, I have a job, where I get to be professionally sensitive, you know?

Laura: Yes.

Samantha: So, whatever that too is that you got and you probably got criticized and crucified for it, you know, in your family in your community in your life, lean into it because I'm here to tell you it is your vein of gold, your million dollars is in that word that you hate that has too in front of it. Just take that too away and lean in.

Laura: Yeah. Here's another one that's cute that just came up on this conversation was Kate said, ah, she picked me up at the bar because we were in a bar together. This is all pre-COVID you guys. And she said, you know, there's that – there's that girl that was on – there's that chic there's that woman whatever she called me in my, you know, who I am. There is that woman, who was on stage with those sexy legs and I thought, that is fascinating to me because I really do have great legs now and I probably had great legs when I was like 8, 9, 10, 12, 15. And I never wore shorts and I never wore dresses because I was embarrassed about my legs. And isn't that a funny thing that we also do ourselves, right? Like sometimes our greatest stuff is the stuff we stuff and, yet, when we can actually be – when we come together side of that, you know, how can we loud and proud. Good stuff. Good stuff. All right. Sam, I love you so much. So grateful for you. And, because we do want to keep following your work and it's so much fun to get your emails, can you type in the chat and tell us where is the best place to opt in to be on your current email list? **[0:50:00]** Because you just – because Sam sends out great stuff. I don't – I don't want everybody's stuff, but I like her stuff. She really does. She's always entertaining, it's always high value and it's just a blast.

Samantha: Thank you. Yes. If you hop over to the realsambennett.com and just whatever the opt in is. I don't, you know, there's ... *[0:50:15 crosstalk]*, there's a quiz, there's a couple of things. But that will get you on the list. And, yeah, you do, you want to see what I do with email.

Laura: And how she writes, it's fantastic.



Samantha: I do things a little differently than most people do and when you see something you like from me or anybody else, crib it.

Laura: *[laughs]*

Samantha: Crib it. Don't plagiarize it obviously, but make it your own. Steal it and make it your own. So, it's been wonderful to be here with you all. I'm so excited to see what you all create. Lean into these words. Lean into the truth of who you are. We're hungry for it.

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