



The Limitless Women Podcast

Myoshia Boykin-Anderson

Are you exhausted by constant rejection in your business? Do you doubt your unique genius because of the rejection? Are you struggling trying to create opportunities for yourself but the results don't match the level of effort you put into your business? If you feel this way then, listen to today's podcast to hear from the persistent Myoshia Boykin-Anderson on how to love yourself through rejection, the concept of divine timing, and how consistency pays off.

Want to skip ahead? Episode Highlights

[06:08] Listen to how Myoshia didn't let the circumstances that she was born into hold her back and learn the power in how to distinguish between things you can change and things that are out of your control.

[19:34] Discover how opportunity lies in the middle of despair and rejection.

[24:14] Learn what the characteristic is that is key to growing your business and expanding your sales.

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: All right. So, Myoshia, we've asked you here today because you are to me really the epitome of a Limitless Woman. You are a woman who overcame incredible odds to be where you are in your life. You have done it with a smile on your face and with a spirit of generosity. And, in the time that you and I have been friends, you've actually already mentored me and been a great teacher to me and you may or may not know that. You know, when we met the very first time – and it's funny because Dafina took a picture of you and I having one of those hugs, like this really like holding on girl friend hugs and I pretty sure was crying at that time, doesn't appear like right now. And I would -- had shared with you my prayer to ask the Lord to show me each day how may I be of service, how – what would you have me do and I said I really aspire, you want to know my heart, I aspire to lead a led life, aspire to listen. And you said to me, you said ask to be obedient. And I've got to tell you I've carried that with me ever since that conversation and you're always in my heart. And I'm reminded that I may get the signals and I may choose not to listen, in which case, if I don't take the right actions, nothing great is going to happen. So, thank you for being my friend, thank you for being my mentor, my role model. And I'm just super excited to bring you to our Limitless Women family and to have you share a little bit about what you've learned on your journey, so that we can all be inspired and uplifted and learn from that.

Myoshia: Yes. Yes. So, I have to tell you first of all, I have been present since yesterday morning. I have a book full of notes that, I mean, every single word that has been spoken has spoken to my spirit, like literally. I have been – I have been fed over these past couple of days, so for me to now have the opportunity to – to speak and share, it is an amazing honor and amazing privilege. So, thank you in advance for – for having me. I have adored you since the first time I laid eyes on you at – at [Iconic]. And I'm so grateful that – that God had our paths to cross for our experiences to – to come together. So, I'm super, super excited about that.

Laura: Thank you.

Myoshia: So, I'll just – well, I will tell you, so you know I can go – go there.

Laura: *[laughs]*

Myoshia: So, as I go, if you need to reel me back, definitely reel me back. But, I'll tell you I'm so excited about sharing with the women today and not – and not, I'll say this. Not because of like this amazing greatness and all o that, but it's truly to give God all the glory to, you know, to really encourage the women that are here about the possibilities, the limitless – the limitless possibilities for those that – that believe and trust in – in God. And, literally, I mean, I'm



unapologetically a Christian, I don't care what name you give your god. But, to be able -- to be able to recognize that there is a higher power that is all knowing, all seeing. You know, I mean, literally is -- it is, oh, my God, like -- like literally, oh, my God.

Laura: Yeah, really. Yeah.

Myoshia: Yeah. So, I'll start off, I'll start off just talking a little bit about -- about myself and how I made it to this point today, right? **[0:04:57]** So, I am -- so, my name is Myoshia Boykin-Anderson. I am a native Houstonian, born and raised in Third Ward, Texas as we call it, which is little -- a little neighborhood in Houston. But, we -- for those who are from Third Ward, we are so proud, so it's literally like Third Ward, Texas is what we call it. So, that's where I'm from, Laura. You are familiar with it because your son lives there now.

Laura: My son is living there, yeah. He actually, I just realized after we talked, he just moved. He just actually moved to another neighborhood, but he was in Third Ward for the last two and a half years.

Myoshia: Yeah. So, that's where I'm from. And -- and, ladies, I'll tell you for intents and purposes, saying that and by the mere fact that I say that is where I am from, from society's perspective means that I am not supposed to be sitting here in front of you today. Because if you think about where I come from, who I come from, was not to society's pedigree, right? Growing up, I grew up in the hood, literally the hood. My mother was a drug addict my entire childhood and the damage if you will that that creates in a young child is -- is story in itself. And because of that, because of -- because of who my mama was, that meant that I got a lot of shunning throughout my life. And not just from the outside, but from the inside as well. My siblings and I, there are four of us, my siblings and I were the black sheep of the family. And it's all because we were JB's kids. JB, my mama, right? So, we were not accepted by our family. We were not necessarily accepted by the public either. So, at a very young age, I stepped up and showed up for my siblings. I was sharing with Laura, I have been holding down a full time job grown people work. I've been working since I was 14 years old. And that's because I, again, decided early that if nobody else was going to do it, then I was going to do it, right? And being able to look back at those decisions then, you know is a true testament that God loved me even before I know who He was.

Laura: To love yourself even.

Myoshia: Oh, my goodness. Oh, my goodness. Because I didn't, I didn't at that moment. I had stepped up and I've done all that, but I didn't love anything about me.

Laura: I'm with you.



Myoshia: And it was – it was evident if I’m going to be totally transparent today, it was evident in my promiscuity and all of that, because I couldn’t fathom that anybody would want anything else, right? So, saying that, you know, I’m growing up, I’m, you know, I’m going to school, I’m having this difficult time, but during all of that, I was still always very smart. Like, as my grandmama would say I kept my books, right?

Laura: Yeah. Yeah.

Myoshia: So, I got my lesson. She said, “Just make sure you keep your book and get your lessons.” And I did that, I did that. And I was very smart in high school. You know, when it was time to graduate, I had scholarship offers because I actually almost aced the SAT.

Laura: Wow.

Myoshia: Like literally, like I was rocking and rolling from an educational perspective. But, it was – when it was time to leave and go off to college, I couldn’t imagine, I couldn’t imagine leaving my siblings behind, so I never went off to college. I never went off to college. But, one thing that happened while I was in high school. My junior year, I took a computer class and it literally changed my world. It literally changed my world. And I didn’t recognize it actually until a few years ago. You know, they say hindsight is 20/20. But, a few years ago, I realized the reason I’ve been able to, you know, to grow this multimillion dollar technology company, you know, as a black woman in tech. The reason I’ve been able to build this I believe is that technology for me even at that young age. I was probably 16 going on 17 when I took that first class. **[0:10:01]** What that did for me was it allowed me to have something in my life that I could solve, that I could fix.

Laura: Yeah.

Myoshia: I couldn’t fix – I couldn’t fix the fact that we were poor. I couldn’t fix the fact that my mama was on drugs. I couldn’t fix any of that, but when I sat in front of that computer, if you gave me a problem, I could fix it. And I...

Laura: I want to pause. I want to pause right here, doll, because I think there’s something in this for all of us. Because many of us in this community are self-made, right? And we come from and we’ve gone to with the grace of God and what I think is maybe part of this and we were talking about it yesterday and a little bit more this morning too about sometimes the inability to make decisions comes from that place of fear and not trusting and being afraid of where – you know, especially those of us that grew up in a family with a lot of violence and a lot of volatility, we’re always as young ones waiting for where is the next shoe going to fall, right? I didn’t know if my stepfather is going to come home drunk or high or so -- was he going to be the



happy dad, was he going to get smack across the room. You never knew that, right? So, you're always like living in that place of fear. And so, I can see when you said that to me about the computer class, like, oh, wait a second, I can have some idea of control here. Now, you and I both know and everybody can really, there's the big scheme thing, we don't really have a lot of control with a lot of stuff. But, that one felt good.

Myoshia: Yeah, it did. And I literally at that moment, I leaned all the way in. I leaned all the way into – into technology. So, graduated from high school and as a matter of fact, taking that computer class allowed me to work this – in the co-op program. It was a program, where the local corporations partnered with HISD, which is Houston Independent School District.

Laura: Right.

Myoshia: And, the high school students would go to school half a day and then, they would go work at these big corporations for half a day to give them that exposure. So, I remember being a young kid and I was working at that point at a company called, American General. It went – it later became VALIC and then AIG. Everybody today knows it as AIG.

Laura: Yeah, of course.

Myoshia: Yeah. So, I was working there and I just remember being this shy little girl and I would be sitting in my cubicle and I would hear the adults saying, "Hey, Linda. Do you know how to do this? Or do you know how to do that?" And I literally remember shrinking down in my cubicle figuring it out and then stepping out, I'm like, "Ms. Johnson, I know how to do it."

Laura: *[laughs]*

Myoshia: I see -- I remember those images in my head. But, it literally – it literally started this path for me, this love of technology. And I literally I went on, you know, I graduated, I went into the workforce. I was a Kelly girl. There was a tip agency here called Kelly Services.

Myoshia: Law firms, yeah.

Laura: Yeah. Yeah. So, I was a Kelly girl and I did all of that. And being, it's interesting, Laura, because one of my – one of my later assignments was at a law firm and from there – from there, that's when my – my passion for systems and all of that stuff was born because my role was to automate – automate the tasks that these paralegals and these legal secretaries and these attorneys had. I worked for law firms that were litigation firms, some that were estate claiming and all of that. So, my role was to automate all of these documentation that they had to produce that used to take them hours and hours and hours of doing. So, I would create these



systems for them. So, I went on in the process, I'm now 20 years old or 19 years old, I get pregnant. Almost the typical story, but nothing about my life is typical. But, almost the typical story because you get pregnant. You know, guy says, "Oh, it's not mine." He leaves and now you're left, right? So, I was left with this pregnancy, so I often tell people I was a single parent before my daughter was even born. But, I gave birth to the most amazing person ever and so started this different type of trajectory in my life, where everything I did from that moment was so that she could have better than what I had. And I often tell people because they used to say, oh, you know, she'll be spoiled and all of that. And I used to tell them, "Listen, my baby is very, very blessed." And she's probably even spoiled, but she's not rotten.

Myoshia: Right. *[laughs]*

[0:15:00]

Laura: She's not rotten.

Myoshia: It's a Southern thing like spoiled rotten. That's such a Southern thing.

Laura: Exactly.

Myoshia: So...

Laura: All right. So, fast forward because we are going to wrap up early today.

Myoshia: Yeah.

Laura: And so, I know that you got laid off from that company and that inspired you to start your first company.

Myoshia: It did. It did in 1998. So, here I am, you know, I figured I had arrived at my perfect job, right? That I was – that this was it. I had moved to the D.C. area and as most of you know, it's a higher cost of living in D.C. than it is in Houston. So, I was there and I have this really, really, really good job, right? So, I was like amazed and – but then, you know, they had to – okay, I'll back up one second. When I moved to D.C., it was because my dad was there and I'm always been a daddy's girl, even though he left very early. I think I was 11 when he and my mom got divorced because he just couldn't take it anymore. He moved back to Virginia, which is where he's from. So, in '94, I moved to the D.C.-Maryland-Virginia area to be with him. And that's why I was there, that's how I got this amazing job. Well, in 1997, my mom – my stepmom got an opportunity to work overseas. So, they were getting ready to move to Germany. And I was like, well, man, the only reason I'm here is because of you all, so if you all are moving to



Germany, I need to try to figure out how to get Shelby and I back to Houston. And, Laura, I kid you not, they – she got this offer like on a Friday. We talked about it over the weekend. I go into the office the next day, Monday, and they made the announcement. We just bought out a small company in Houston, Texas and we need somebody to volunteer to go run the office.

Laura: There you go.

Myoshia: And, I said, “Now, look at God.”

Laura: *[laughs]*

Myoshia: Because by this time, I knew who He was.

Laura: Yes.

Myoshia: And I can recognize His hand on my life.

Laura: Yes.

Myoshia: So, I said, “Look at God.” So, anyway, they moved me back and I was able to keep my own – my same salary. So, again, I thought I had arrived. But, one day, after all of that transfer, all of that, one day my manager came here and she said, “We’ve decided to close the office.” And one thing that I thought I knew about corporations was that when they make decisions like that, it would take them a while to kind of phase out and close an office, right?

Laura: Right.

Myoshia: But, she said, “Today.” And I was literally devastated. I was devastated because while I was making good money, I was still living above my means. I was living paycheck-to-paycheck. I didn’t have any savings and I had a 5-year old to take care of and it devastated me.

Laura: Right.

Myoshia: But, what I did and this is one of the morals of this amazing story is that in that moment as devastated as I was, one, I allowed myself to go into the ladies room and I literally bawled my eyes out. I was on the floor, on the floor mascara running down my face. But, I immediately -- so I got it all out, but it was like immediately I stood up and washed my face and said, “Girl, you got to get this together.” So, went back in and I figured if they’re closing the office, not only am I going to be out of a job, but the 63 clients that I serve are going to be out of a service provider. So, I printed that list of 63 clients. So, my immediate course of action was to



go find another job because I have responsibilities. But, I started calling – I started calling all 63 of those people. So, the first moral of the story is there's always opportunity even in the midst of hurt.

Laura: Yeah.

Myoshia: Even in the midst of despair. In any of that, there's always an opportunity. So, I saw the opportunity to find a way to serve these people. So, I'm on this new job and I'm calling these 63 people. All 63 said no, because my spiel was, so I kind of wrote my script.

Laura: *[laughs]*

Myoshia: "Hey, guys. It's Myoshia. I know they decided to close the office. I'm so sorry about that. But, do you guys have any projects that you need help on?"

Laura: Right.

Myoshia: And every last one of them said no.

Laura: Okay.

Myoshia: So, moral number two. There are always going to be nos. And sometimes you're going to get 63 of them.

Laura: Yeah.

Myoshia: But, rather than mark them off the list and say, oh, well, you know, this is probably not – it probably wasn't a good idea.

Laura: Right. Right.

Myoshia: My response was, "It's okay. Do you mind if I give a call next month?" With a big old smile on my face in the midst of my rejection.

[0:20:01]

Laura: Pause. Pause. Pause. Pause. Pause, because this is great. This is actually so important. All right. For all of you who don't like sales or feel like you're not good at sales or you can't do sales or it's not for me or whatever blah, blah, blah is going on here. This is something to really get clear about. Part of what's so important is it's not about you, it's about them. And if they didn't need her right now, maybe they would need her a month from now. But, if she didn't



call back, they'd go find somebody else, right? And so, how many of you had experience where you go, oh, I tried everything and it didn't work or I talk to them three times and they said no, so three is a charm, I'm out. Anybody else done that besides me? Okay. And even Elaine wrote to me something about like how long have you followed up with people or not followed up. There's something you're going to talk to me about in your personal one-on-one call. But, I think that there's something here is like what we have to remember when we talk about divine timing is it's their timing because they're the people we're in service to. It's not our timing, I need a sale. That's not what it's about. It's our opportunity to continue to stay front of mind. So, I think that this piece that I heard in Jane's conversation I'm hearing now, start to build here in your conversation because I kind of know where it's going, is the power of the relationship. And the relationship, Pamela, is not when we think it's going to happen. It's going to happen when it's the right time for our clients. s

Myoshia: Yes.

Laura: But, if we don't stay in touch and we don't do our part, they'll find somebody else to help them when they're ready.

Myoshia: Yes. Yes. Yes. And let me tell you the beauty about that, Laura. So, this all happened in February, right?

Laura: Yeah.

Myoshia: So, I make those first set of calls in February, so all 63 nos. So, I picked the time in March and my days were always Fridays. So, I picked my Friday in March, I make my calls again. And, I'll tell you, out of those – out of those 63 nos, not all of them say, yes, you could call me back next month. Some of them just said no.

Laura: They let you know.

Myoshia: Yeah. So, we also have to remember that too. So, my list was smaller in March, it was smaller in April, it was smaller in May. It continued to get smaller and smaller. So, it wasn't until nine months later – and listen, we're all ladies here, we are all ladies here, we know the importance of nine months.

Laura: Yes, we do.

Myoshia: And we know that, of course, we have modern medicine now and, you know, and we could do amazing things with creamy babies or whatever. But, that nine month-cycle is intended to grow a grown and nurture that baby to be ready to be born, right?



Laura: Yeah.

Myoshia: So, I wasn't even ready during those nine months. But that...

Laura: Right. You might thought you're ready, you might have thought you were ready, but it would be like if we gave birth really early that the baby wasn't ready.

Myoshia: Exactly, the baby...

Laura: **[0:23:21 inaudible]**

Myoshia: Yeah. Oh, my goodness, the baby wasn't ready. That whole gestation period, I just saw somebody posted in the chat, it's the gestation time, right? So, Friday the 13th 1998, Friday the 13th.

Laura: A day in history.

Myoshia: You know, it's crazy. But, I literally I started making my phone calls. By that time, guys, the list was down to like seven. It was down to seven. But, I'm still faithfully making my calls every month, so consistency, consistency. Third moral, consistency, stick with it, right? So, I had started my phone calls. I think I made it to the third one and I didn't even get a yes. I said, hey, you know, Naomi, it's my monthly call. Letting you know it's Myoshia.

Laura: *[laughs]*

Myoshia: Just calling from...

Laura: Checking in.

Myoshia: You know, do you have any projects that you need help with? She said, "As a matter of fact," – and, Laura, my first business was started on those five words.

Laura: As a matter of fact.

Myoshia: As a matter of fact. It wasn't even a complete yes. And, for those of you who are old enough to remember that first project was a law firm that was upgrading their version of Word Perfect. So, my first project...

Laura: **[0:24:38 inaudible]. [laughs]**



Myoshia: Yes. My first project...

Laura: Yeah.

Myoshia: My first project was upgrading Word Perfect. Now, mind you, I got off of that call with her, I didn't even finish the rest of the names on the list.

Laura: Yeah. Yeah. Yeah.

Myoshia: I took – I took my lunch break. I went downtown and spent \$10 on a DBA. I didn't even know what I was going to call the business. I thought about it on my drive downtown. **[0:25:02]** But, that's how my first business started and I was able to – I was able to grow that business to multiple six figures through – through just sticking with the dedication. And, I didn't do any marketing, I didn't do any of that, it was all referrals, word of mouth and all of that.

Laura: Nice.

Myoshia: But, that's not sustainable, so that business closed in 2007. But, I was able to grow it in that time and I felt really, really good about it. And I knew that entrepreneurship was for me, so even when I closed it in 2007, it wasn't done for me. It was – and I closed it at the end of 2007, I was intentional about using 2008 to go through all of those lessons learned, so that I could come back strong. And I launched what is now today AndTech Solutions. I launched AndTech Solutions in January 2009. And now, we've grown that to multiple seven figures.

Laura: Fantastic. And, another accolade that you have and then I want to move us to the exercise. Another accolade that you have that I just I remember you saying this, I was so proud of you was did you make it on the Fortune 5000 list, is that what it was?

Myoshia: Yes, I did...

Laura: The Fortune 5000 list, what number were you?

Myoshia: On the Inc 5000.

Laura: In Inc 5000?

Myoshia: Yeah, Inc 5000. I was 3633 and then, I just this year, I made it on the Texas Regional Inc list and I'm number 69 in Texas.

Laura: Nice. Congratulations, honey. So proud of you.



Myoshia: I'm so excited.

Laura: I remember you say something really cute in a call that we were on that said, you know, I'm 3633, which means I'm ahead of 3632. *[laughs]*

Myoshia: Exactly.

Laura: Your business is ahead of that many people, right?

Myoshia: Right. I didn't care that I wasn't number 3. Listen, I made the list.

Laura: That's an incredible list. You can think about like all the companies, right? Like to make that list, Myoshia, congratulations. So proud of you. All right. So, I heard three things that women need to know, right? And I heard consistency. I heard that there's always a silver lining, there's always something an opportunity. And I forget what the first one was.

Myoshia: It was persistence.

Laura: Okay.

Myoshia: Persistence. Knowing that no does not mean the end. No is not the end.

Laura: Yeah. And we often say that in our sales training, is it actually a no? And a lot of times we have to decide. Like, it's maybe a no for us, right? Is it a no or is it a not now?

Myoshia: Yeah.

Laura: If it's a not now, then what are we going to do with that?

Myoshia: Exactly. Exactly.

Laura : 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.

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