



The Limitless Women Podcast Jane Deuber

Sales. How does that word make you feel? If it makes you feel anxious, insecure, or stressed then listen to today's episode for tools on how to change your relationship with sales! Inspired women often struggle with sales but with a little help and guidance you can excel in this cornerstone of business. Jane Deuber reveals the key to having success in sales. She simplifies the strategy on how to succeed in sales by asking four manageable questions to help you gain the clarity you need to increase your sales.

Jane Deuber is an inspired business strategist, speaker, and author. She has led businesses into the multi-million dollar mark while helping other entrepreneurs succeed as well. Her first business she started in 1987 with only \$5000 so she knows what it takes to generate revenue and scale businesses.

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[09:00] Four questions to ask yourself so you can start crushing your revenue goals.

[20:04] What is the lie that Jane sees entrepreneurs fall victim to?

[26:13] If Jane could give you one gift as an entrepreneur this is what it would be.

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: Yeah. You know, Jane, we've been friends for a long time and I feel like you are one of the women in my life who always has my back no matter what. You know, fortunately I've been blessed to move out of a lot of drama and into a lot of bliss and joy and freedom and flow, so I don't have to give you too many 911 calls. But, I know, you know, when you and I are talking I think last week, maybe the week before and I said, you know, "Can we just pause all the business talk for a second because I want to share with you what's been going on with my health and my physical body and really up -- I'm in and up leveling and I don't really understand that." And I just I felt so loved and held and, you know, just honored to have you as a girl friend, so thank you.

Jane: Mutual, my friend.

Laura: Thank you.

Jane: It is mutual.

Laura: And, you just happen to be a badass boss as well. So, that's just makes it even more fun, right? That we get to have this beautiful friendship and love affair and also you're a woman who I deeply respect. And, we've talked often because when we first met, you know, you were -- I think we were -- I think we were in -- were we in Colorado or were in Denver, would that be so weird? Remember, we're with that girl, Jessica's event? I think you might have been...

Jane: Yeah.

Laura: Yeah.

Jane: I think so. And, by the way, I'm looking [0:01:55 inaudible] for me, so...

Laura: 4th of July?

Jane: July, whenever that is.

Laura: *[laughs]* I'm like, great, because I didn't know we were going in May, but I'm in. Yeah. *[laughs]* Wherever you are, I'm good. But, yeah, so we met and we had this conversation and I recognized even then when I heard you speak on stage about a phrase that I -- that I also use and I think it's so important is like get our whole conversation on legacy that you'd had



businesses, you had sold businesses. You'd been very successful and – and you weren't the typical person I was meeting out on the speaker tour trying to sell, you know, a 497 coaching package. You were really on that stage in that room with a hundred percent heart and service for legacy and philanthropy and giving back and uplifting others. And, I just I was like, oh, instant soul sister. And in then the proof is in the pudding, right? So, let's say we fast forward five years, seven years, nine years, you know a lot of people are good at looking good and you're the real deal. And I think that's one other reasons why I can consider you one of my best friends one of my inner circles people that I trust and go to and I keep asking, please come and share your brilliance with us. So, we talked about this morning with COVID and then you, again, what you do as a super power Jane, I don't know if this make this a whole like Jane celebration, but I think I could. *[laughs]* What you do whenever we have conversation is exactly what you just did in this group, which is there is what's being said and then sometimes there's a place of what's not being addressed or being said and you always so gently bring that up, so that we have a safe place to really go there. So, I'd love to hear more about your experiences here with COVID and your own perspective and also acknowledge those of you that had a great year, I want you to understand you're not alone. That when I'm sending out my Free Gift Fridays and saying to you like there are some people who are going and there's a whole lot that are staying and that there are those of us who are seeing beyond and like what Abby shared from her former employer, you know, I mean, what's going on five years now. But, this is one of the – the blessings of entrepreneurs and it could also be a challenge for us that sometimes we see so far beyond and like we can't get our mere mortal bodies to catch up. You know, how do we dance with what we know and what is. So, I'll be quiet and I want to hear what you have to say.

Jane: So, yeah, it was so beautiful because I had thought a little – I journaled this morning when I got up about what I wanted to share today. And then, you brought in this beautiful question, which actually helped me clarify what I want to share of the impact of COVID. And, what I plan to say and then wrapping in the COVID piece actually allowed me, I hope – I hope the things that I'm going to share with you really not only help you look back and draw from what that experience was for you guys, but also to be mindful about how you look forward in your business. **[0:05:11]** So, just a really quick capsule of me. So, 34 years as an entrepreneur. I started my first business with my husband in whatever...

Laura: Whatever year that was. *[laughs]*

Jane: '87 it was...

Laura: Yeah, is this in '89. I get it. *[laughs]*



Jane: Yeah. Those were the numbers are. But – and the good news is that seven businesses, we sold, three of them and my greatest achievement is that he and I are still in love after all these businesses. So, that's one of my greatest achievements. But, I was thinking as I thought about what to share with you is what was the common thread that allowed us to be successful in every single time. So, those of you by the way, who are in startup and we're just figuring this shit out and you're figuring out, okay, what – what's the message, who do I serve, what do I charge, what do I offer? I've been there. We're now launching an eighth business and so, I've been there so many times, I have such empathy for you because it's daunting, but it's so necessary that you get clear. So, I want to speak to those people who are in the early stages and just know this is a magical time for you it's you figuring out why God put you on the planet and for you to figure out how to turn that gift into not just creating a life, but creating an income. And so, I want to just send to you tons of luck because it's not an easy time and you're in the right place because Laura creates a great space for that. The message – so, what Laura and I wanted to talk with you a little bit about is the whole concept of the thing that is the lifeblood of your business and that's revenue generation, right? So, I had to kind of do a little bit of mind searching or soul searching this morning because there's so much heart in everything that everybody is talking about and it's about purpose, it's about mission, it's about giving, it's all of that. And then, Jane is going to come in and talk about sales.

Laura: *[laughs]*

Jane: So, there's a little bit of a tweak there, right? Because it's more left brain linear. There is little more strategy involved and sometimes for people who are very service driven, it can it can somehow feel out of alignment with their values, right? So, I want to acknowledge that because, you know, we – Mark Victor Hansen of the Chicken Soup for the Soul series, he was actually – I don't know if you know this, Laura. He was actually my book coach, he was serving on a board of a business that I owned at the time. He was my first book coach.

Laura: Was he? I didn't know...

Jane: What?

Laura: I said I didn't know that. I've never met him before.

Jane: Yeah, he is terrific man.

Laura: Was he? I bet he would be.

Jane: But, he's have a saying, the best way to help the poor is not to be one of them.



Laura: *[laughs]*

Jane: Right?

Laura: There'll be some truths in that.

Jane: And so, if you think about this whole concept of revenue generation and how do you create a process in your business is that not only that you can attract those – those individuals that you're meant to serve, whether it'd be free content of them saying yes to your offer. How do you attract them? So, if you're writing down the – I want you to write down four things, four steps. The first one is to attract, right? And how do you show up in the world and offer something that attracts that person that you believe you're here to serve. The next one is to engage. How do you engage that person? How do you – how do you have a meaningful interaction in a digital world where everything is – all the information is still one way. That's step two. Step three is select. How do you discern who – not only who your meant to serve, but who would give you joy to work with, right? You have many people in this – in this organ – in this group. I think you have private coaching packages or you're doing groups or you're holding retreats. And so, the third stage is something I added to the – our process that we teach last year because you don't want to necessarily invite in everybody, right? And, Laura, you're perfect example of that that's why this organization is so beautiful. And then, the fourth one is to enroll. So, we have attract, engage, and enroll. And, that's how – that's the lens that I see sales. I've been teaching sales for decades. And something happened and about five years ago, when technology was starting to kick in, people were starting to do the email marketing and all of that and I felt so empty and so frustrated and so unfulfilled in my marketing and in my outreach to find the clients that I wanted to work with. **[0:10:17]** And it was because...

Laura: I don't want to interrupt your thoughts, just if I can right here. Were you feeling frustrated by what you were receiving or were you feeling frustrated like with the feeling of like this is now how business has to be done because one of the things that I wanted, you know, there's a method to my structure here. And so, use it into where I'm having conversation with you now and also with Myoshia this afternoon around tech and what do we actually really need and what actually works in today's marketplace. You know, that was one of the promises of this is like what do we take into the marketplace. So, I'm curious about that experience, Jane, if it was more for you as a provider or if it was a receiver or maybe a little bit of both.

Jane: Well, I mean, I think, yeah, I mean, I did – I didn't like what I saw happening in the industry where everything became very broad and impersonal. That was one. The second frustration with it, you know, I'm here to serve and I didn't know who was at the other end of the email, Laura. Like, I have 10,000 people on that – on that list. I didn't know where they were,



what they needed. You know, so I didn't feel like I truly serve them. And then, the fourth thing was is that I didn't see sales happening like we had seen it before because everything had become so impersonal.

Laura: Right.

Jane: So, what I wanted was a way for me to – to find a way to find out who's at the other end, who are you, what are you, what you need, how do I serve you? And so, what happened was years ago, I realized that the whole solution was right under my nose the whole time. So, for a lot of you who don't know me, I have two technology companies. One company is an emailing platform, right? We're not going to talk about that. But, we help people take their content online. We help them develop their content and put it into modules, so you can deliver online. And I was like, oh, my gosh, a client brought it up, Laura, when we have in the beginning the orientation of every course, we'd design assessments that measured where the student was in the process, right? And we would get such feedback for how helpful it was for a person be like, oh, my gosh, here's – here's why it's not working, here's where I'm on track, and here's not working and here is the...

Laura: Measuring piece again that we talked about yesterday. Like, you're actually measuring is it working. Yeah.

Jane: Because – because the, you know, Stephen Covey, which 7 Habits is one of my favorite books. If you know that book, you know that the sixth habit is seek first to understand and then, to be understood. And that has not helped marketing work in our typical marketing today in the virtual world. It's all very what I call guru centric, which is here's who I am, here's how awesome I am, here's what I can do for you, it's like here and get this and learn about me.

Laura: Right. Right.

Jane: And so, we did...

Laura: That's what call the posturing piece, right? Right?

Jane: Yeah.

Laura: It's like there's so much energy around that.

Jane: And it's very ego-based versus service-based.

Laura: Yes.



Jane: In some ways. So, because with an honest ear and I played around with the tool internally and I had take the assessment we were using in the e-learning and put it out, so that I can actually allow people to self-assess where they were on their business journey. And, I'll never forget it. It's almost I could say in 30 days it kind of slips everything for us, because all of a sudden, you know, I basically went to my community and said, I don't know who you are and I'm here to serve and I want to know you. I want to know what your challenges are. I want to know what you're celebrating. And so, we use this assessment to get to know the people in my community who had already opted into something. And, it changed business for me. Laura you and I, we talked and you – you use a similar tool in your business. But, it changed what was a very transactional digital world, it actually humanized the sales process for us. And we could deliver value and give the gift of awareness. And at the same time, we could understand, okay, this person has a need that we can fulfill, this person is highly committed. And so, it changed the way that we market and it was very effective and launched a mastermind and all of those good things in that stage of the business. But then, we took the tool and we brought it to other people to allow them to do the thinking. So, I'll pause there, Laura, because you know...

Laura: Well, I'm actually taking notes and I read it when I'm going down and taking notes, right? Attract, engage, select, enroll, you know, thinking about, again, where does that apply to what – what we're really all in the listening for, which is how do we create more impact. **[0:15:12]** How do we do this in a way one of the big questions I get asked frequently and I thought Dafina was, you know, Dafina has a very successful business. Abby has a very successful business. You know, and there's so much language out there, Jane. You and I talked about this about like you're not qualified if you don't hit seven figures. And I got to tell you like I had girl friends who have eight, nine, and ten-, figure businesses. Not ten, nine, nine. A hundred millions is nine, right? And they're so present and so just like me and you and that's the whole thing is that it's not about those numbers. Those numbers actually become a measure of how many lives were you touching, how many people are you reaching. So, when we're in the place, we're in the new venture, right? And you and I have been there many, many times, right? This is number nine for me. You're in a new adventure being called three for you, Tracey Trottenberg has a great saying that you can't see your own eyebrows, like you can try, but look at like you just really can't, right? So, this whole idea of putting yourself in a place where we're vulnerable and we're community where we receive support is one piece that's important. The other piece that I just heard you share that I think is just a hugely golden nugget is that if we pay attention, this goes back to really leading a led life. Like, really, really listening for the synchronicities the opportunities, our businesses when I say that every business we've ever owned and every business we've ever worked with, we do our best to get really clear on the business model because we know money loves clarity. WE know that like when you're clear you can go fast, right? You go slow...



Jane: Right.

Laura: To go fast is what one of the things Dafina said yesterday. This piece around the assessment was right there, it was right there all along, right? Like that's super cool and it gives me, you know, pause because I think about when we opened up the tasting room, when we opened up the Art of Wine in 2005 and we sold \$140,000 of the clothing, because I was like, oh, we got this tasting room, let's have housewares and t-shirts and while I'm going to market, let me just buy some cute sexy clothes that I want to wear and get them wholesale, you know? And there were things to learn because I don't know anything about buying. I was like, oh, I'll just take, you know, like one of each of, you know, this and that. You know, it was ridiculous. However, something morphed. So, we sold \$140,000 of the clothing out of the first six months, out of a thousand square foot wine tasting room. So, we immediately went to second door and opened up Erika Morgan. And then, started designing clothes and designing handbags and having these made in Costa Rica was so much fun. It's such a fun business. But, the business gave birth to that next revenue stream. And I think within our own businesses, often like I can tell you Limitless Women Business School came as an answer to the requests we received again and again. And we were have – we were like I had sales with this over here, I had accelerate your business, I had some little systems. But, like I thought I have all these women in my audience, who are like, how do I get to that first level where I have sufficiency to use [Lynn Chris] words, right? Where I actually now I can support my family, I can have a little space, I have freedom. And if we're talking about 2.7% of women businesses hit the million dollar mark, what's happening to that 97% of those other businesses?

Jane: Yeah. I mean, I...

Laura: Everybody where they need to be and you know, so that that listening for it's right there sometimes, but we can't always see it ourselves. So, you said somebody if I heard you correctly somebody had like a student or somebody who reflected back to you the power of this assessment. You're like, oh, cool. *[laughs]* I love that.

Jane: Yeah. It's not the moment and why it ties in, you know, so the question that I ask myself this morning, Laura, after, you know, actually that I reworked after you had the question COVID, what's the experience and what is the relevance here is that the way we – the way we market and sell post COVID is completely different.

Laura: Yes.

Jane: And I'm writing about it right now and the title...



Laura: Yeah. Everybody get your pencil out. Pay attention, because when she talks there's going to be all these nuggets. I'm going to pause and like, hey, did you hear that? But, I want you to just listen for what's in it for you.

Jane: Right. Good. Thank you. The title of the blog is You've Been Lied To.

Laura: I agree.

Jane: And, the lie that I see happening in the world, you know, we're entrepreneurs were seeking advice, we're seeking solutions. The lie is that the more people that you can reach, the more successful you'll be. And that's a lie.

Laura: That's a lie. That's – we've known that that is proven to be untrue.

Jane: I'm not looking at the chat, but I saw couple of ams to the chat. **[0:20:00]** Because – because when you realized that's a lie and you understand really what – what needs to happen in order for you to create a never ending stream of ideal clients. When you understand what that is, all of a sudden it changes your experience in business. It takes away the angst. It takes away the feeling of less than. It takes away that, you know, that 2:00 AM in the morning experience that you have and like how am I going to be able to consistently create a revenue that I want, to live the life I want to live and to be able to be abundant and generous with all the things that are important to me. So, if that's a lie, then what's the solution, what's the answer, what's the truth? And truth is it's not about quantity, but connections. It's really about the quality of connections. So, case in point, right? Yeah, and I'm excited for you guys to get this because then it takes a little of the heaviness off of building a business. So, case in point, my – long story short, my mom passed. One of her requests was for me to slow down and to take a break. And so, instead of me, I know, it was beautiful and she was complete and we were complete. It was a beautiful passing and it was a great request. And what I decided to do was to allow my team to build my two technology companies, right? I was like, "You guys figure this out." And I went off and I worked with one of my clients to build his business for him. I just wanted to be behind the scene. I did my little CEO thing. We took them for \$250,000 a year to \$250,000 a month. So, I got to be behind the curtains. And so, what the reason that is relevant to my point is it not about quantity, it's about quality. During that time I did zero marketing. I didn't speak on stage. I didn't do a whole lot podcasts and interviews, I didn't do any Facebook. But, the whole time, there was a consistent stream of new clients of both our e-learning division and our assessment division because – like we have a closing rate of like 90%. If somebody finds us, they become a client. And it's because we use a tool that creates such a meaningful interaction and that leads to a dialogue, where I don't need a whole lot of leads.

Laura: Right.



Jane: Like, I got lazy. *[laughs]*

Laura: I think the difference – I want to bring forward with this, Jane, because for those of you that may not have been with us yesterday, I highly recommend you go back and listen to the interview with Dafina Smith. And, one of the things that I take – I had many, many takeaways, so I think there's a huge synchronicity here to pay attention to is that when they were starting Covet & Mane, she said they built to six figures. And I think she might even said more than six, but the first level was we built a six figures a month without a website. What they were really clear about was their business model and their relationships. And that's what you and I talked about. Again, like when you're really clear, that's what we call our clarity calls. Like this is when you're really clear, it just removes so much and I feel like that's what the assessment if you're going down that path does for us and for our intake process with our clients is that they're clear and we're clear together, so we can really hold their hands and support them in moving forward, you know? And I just want to say because [Catherine Staff] just popped up here, coaches say this and that. Listen, I'm a person and on this I don't want to take Jane's platform because she's going to go with where she's going here, but I got to tell you something. You will build a tribe. You will build community. It will happen just because you have a message and it's powerful and you're here to be in service. And it's not the vehicle for generating your revenue. For so many of you, when you filled out your assessments to come to this event and you were like, hey, this is really what I need. This is why I asked Jane to speak about this. I was like, you know, she always comes to me with an open heart and says what do you -- what will we talk about, what is it that you need me to do here, how can I serve? And this is the place is that this is where you tend to get stuck. You think that money is the problem. It's not actually the problem. The problem is the deeper issue. But, this is the what's working in the marketplace that's current and relevant that you need to know that other people don't know because they're still kind of listening to those old tapes and if that old stuff worked, everybody would be a millionaire, right?

Jane: Right.

Laura: Yeah.

Jane: Yeah. And they also tell us the same story. So, if you guys are familiar with using surveys in marketing, they're valuable, but the surveys, if I have survey, you have a survey built into your process, the survey gives you the information. It helps you understand who's on the other end and it's valuable and we offer that tool within the company. **[0:25:09]** But, what an assessment does is it brings these other person to a place of awareness of two things, whether they're on track and what are the missing pieces that are holding them back. Those are the two things, right?



Laura: A hundred percent.

Jane: And so, if you think about let's say you've got a list, it could be 40 or it could be 40,000. The greatest gift that you can give them whether you're in health and wellness, relationship, a spiritual journey, business, whatever that is, the greatest gifts you can give people at the other end of that email is the gift of awareness. Gift of awareness is the first step to meaningful change. And I love it because, you know, the feedback that we get is that in an instant digitally like this is crazy, we're harnessing the power of technology. Whoever thought that they would have two technology companies when I'm so heart-centered.

Laura: *[laughs]*

Jane: But, we're harnessing the power of technology for use and to develop a relationship. So, we help people develop an assessment and if you think about assessment, if that individual like for business, we have them scaled themselves for themselves in a scale of 1 to 10. 1 meaning I haven't even addressed this and 10 meaning I've mastered this. So, when having a person in four minutes, right? It doesn't take a little out in time, but in four minutes the person can go to many of you probably can't get, Laura, which I had the privilege of helping her create, but you're scoring in themselves. And what happens in that process, here's what I – honestly, I've never said this publicly, but here's why I love you.

Laura: *[laughs]* Well, you're really public because we're on Facebook live too, so just, you know, just be courageous, be brave, girl. *[laughs]*

Jane: So, what I've always disliked about sales training, if you've ever taken the sales training course, they will talk to you about finding the gap, the pain point, right? Find the pain and share how you can take away the pain. And I always hated that because you get on a call and if I didn't know that person and know where they were, I'd be like, "Okay. We spend the first 15 minutes finding the pain." What's beautiful about an assessment is they take it before they come to that one-on-one conversation or before they dial in to the webinar. In the privacy of their own world, they get to get honest about where they're on track. And they go to that place of pain or awareness, they get to see the gap. So, when I know – I know that has been sort of for you, Laura, the magic pieces that when the person comes to the call with you because they've taken that assessment, it's such an easy dialogue, right?

Laura: Yeah. I think it opens up all the possibilities because people are self-selecting. And we have a lot of different tools that we use when someone's coming in, you know, because we do a lot of Facebook advertising this year now and doing, you know, cold traffic basically. Many of you were cold traffic and now, you're part of the family. So now, you're warm, you're part of our family. But, it's that place of nothing great happens. I love what you just said. I want



to pause and go back to that on awareness being the first step for transformation. Did I get that right? Is that what you said?

Jane: Yes.

Laura: Okay.

Jane: This is the first step to meaning, a lasting transformation.

Laura: Yeah, a lasting transformation. And so, I think that there's that place because we speak often in the language of partnership in our walls, right? I mean, up until maybe 2018 or 2019, I was small I was growing and we turned down because we didn't have business school yet. That was part of the – part of the aha moment, right? We turned down over 60% of the people who applied to being like leaders. We have the records. We have the records and we love members, right? So, we turned down 60% of the people because somewhere it didn't feel congruent, somewhere it wasn't a match, right? And that place of core values match or culture match or they were coming because I absolutely am not here to work with people that are addicted to struggle and really committed to stay in their drama and their victimhood. I can't – I can't – that's not...

Jane: Right.

Laura: That's outside the scope of my services. It's like a lot of good services, but that's not the scope of my service, right? So, we had all of that like all that business if you will just sitting there and what that birth was how do we not the victims of people that are addicted to struggle, we've all got our place there. So, that would be some judge is going to say that, but not that. But, if somebody wasn't a match financially, they just hadn't gotten there yet in their business. Were somebody was really a match culturally and this is what happens in our world, we speak to the already initiated to use Gary Vaynerchuck's works. **[0:29:58]** I only get out and talk about legacy and philanthropy and giving and God and faith-based businesses and what we're here to do, so if I'm not for you, that's great, that's fine. But, the women who we are for hear that message and they know that they're home, right? So, there's this whole thing of clarity then clear in us being clear that your resources are really been an amazing tool for us.

Jane: Thank you. That means a lot because I want you to help as many people we can help. What you -- so you just prompted a thought that I think will be relevant for everyone here. So, what Laura was explaining is the birth of the business school came from her understanding that not everybody was ready for legacy leaders.

Laura: Right.



Jane: So, I want everybody to think about their own business, right? And, we want you to be working with people who are perfectly primed to take in what you have, to act upon it, right?

Laura: That was awesome.

Jane: That's what we want you guys to each do. But, there will be – and now, because we've done so many profiles of so many people communities, we know that on the average, 60% of the people who are on your list are not ready for what you're offering. And so, when we have this sort of, you know, yucky feeling when our conversation rate isn't high enough or when people are not opting in, it's because they don't feel ready. And so, what would it mean to your business if you understood what they needed in order to get ready to be ready for you. And what if you created something, where those individuals who weren't ready for your primary offer, if you could create something that gave them a safe space to get ready.

Laura: Yes.

Jane: So, this is – I got to say this is transformational on our business because it represents an entire leverage revenue stream, right? Because you can create that get-ready-to-work-with-me kind of offer and it becomes a beautiful revenue stream, it becomes a place you take care of people because I don't know about you, but when somebody comes into my world and onto my list, I'm like I am protective. Even if you're not ready for me, I would make sure that you don't get off on a different tangent because those people are looking for resources. So, whether...

Laura: Yeah. Like I said before about – I don't want to interrupt you, I do, but Jenny raised her hands because she has a question and I want to – up to do thing if you're up for it because you're still able to be with us this afternoon, right?

Jane: I'm in.

Laura: I love you.

Jane: I'm here...

Laura: You're always here and for us. So, here's the deal. So, we've got lunch coming up, but just a few minutes now, I know that they're already, you know, popping with questions and I know they're going to want to talk to you. They, meaning all of my girl friends here. And the piece that I want to do is – is really not have this be just an opening for you. My desire for us having this conversation with Jane and then after lunch with Myoshia is really to make sure that



you have the resources that you need to be clear. Now, I keep coming back to get on a call with me if you don't know and I'll do my best. It's actually my super power to help you a little bit there. I'm really great at it. And, some of you want to do that and some of you don't and that's okay, either way is fine with me. But, this goes back to what you were saying, Jane, like if somebody is raising their hand, you know somebody is showing at this event, you had probably about, you know, at least five or ten other things you could have been doing for the last day and a half, right? They're looking for something. I want to make sure that every woman here walks out of here or walks out of this week, right? Because maybe more of the one-on-one conversation with knowing that she's clear about her next steps and what her resources are. And you are a wealth of that. And it's starting, you know, there's lots of ways to go, but what I want to clear up for everybody that I'm hearing in Jane's share is and it's also in my own experience is that the way you've been taught is not bad, it may have been really current and relevant when Dan Sullivan was teaching it, right? But, the problem is the lineage because he's kind of like the grandfather of internet marketing for a lot of the coaching world, right? Is that Dan Sullivan then taught it to Ali Brown, who taught it to Lisa Sasevich, you know, who taught it to probably tens of thousands of people if not hundreds of thousands of people, right? And it's fine, but the while all that was being taught, the world was changing. And what's tried and true is this relatedness, like what works in human nature what works in psychology, what's really matters in the human condition combined with how do we bring it in a way post-COVID that really is weak and brilliant for your business. Yeah.

Jane: Yeah. I mean, because what it all comes down to is, Laura, everybody have some core basic needs that as a good marketer you try to fulfill and that is the need to be seen, to be heard, to be understood.

[0:35:06]

Laura: Beautiful.

Jane: And so, we can't do that in a one-way communication where everything is about me. And that's where marketing steps is to having a dialogue and interaction in any way. And the cool thing is we can automate it, we can make it easy, and that's what's so fun about this.

Laura: Partnership. I love it.

Jane: Yeah.

Laura: All right. Shannon, did you still have a question, sweetheart, or share or something that you wanted to bring to us?



Shannon: Yes. Thank you. I just actually had a comment, because I commented publicly that I was that – I was that person. I was the person, who was just focused on the drama and when I approached Laura, I was not her ideal. And, I mean, she was very honest with me and I just wanted to applaud her for that honesty and I was offended and hurt, but then I realized I had to get out of my own way and let my ego go. And what happened was she was just consistent with the newsletters and you know in my mind, I was like, “Oh, I’m the ideal client.” But, again, I need to get over my freaking ego and just let it go. And then, eventually, I was the ideal client because what happened was I realized the drama is always going to come, it’s my reaction to it. And once I learned about that and once I learned that, you know, the different systems and the processes and knowing where I wanted to go, as she always says consistently – consistently, money loves clarity. And, finally, it just – and then when I – when I gather my own way, the money came without me even thinking about it and then other opportunities and then the manifestation and everything and that’s just been able to line with my core values and as much and we talked about this Jane in our share. As much as other adversity has come along, remember I said with my mom and then it was like, “Oh, you’ve got this handled. Put your dad on there too.” And it was like, “All right. Bring it.” Like, you know and then my attitude was, “Okay, God. That’s very funny.” That sense of humor, you can take that, you know, adversity and – and you can – you can let other people have it, but you know it’s not going to work that time. That’s old Shannon, this is new Shannon and – and I have clarity now and I want to serve to others. So, thank you for that. If that was your – your partnership, I just want to say that I am direct result of that and it’s definitely going to be a leader, an inspired leader inspiring other leaders. So, thank you.

Laura: Beautiful, honey. Thank you. Thank you. Thank you for choosing to use your super powers for good. You know, it’s a very – it’s a very interesting dynamic going to whole another tangent with maybe after lunch if you guys are interested, you know what it is to be a feminine leader. And, Shannon, you and I both have talked about this. I mean, you are strong woman and you – and life has given you opportunities to learn how to just fight the battles and make it work. And you have to fight for yourself, you have to fight for your family, you have to fight for your children, like you’ve had to do it in certain circumstances. And the way you’re using your – your newfound softness grace, I would say combined with that grit is really, you know, what’s making a lot of impact to us. Thank you for that.

Shannon: Thank you. That was really hard. It was very, very hard. And, if I can add, I just signed with the publisher last week to write a book.

Laura: You did? Oh, my gosh, congratulations, honey. You got some stories to tell, so I can’t wait to read it. Awesome. Awesome. Congratulations, sweetie. All right. So, thank you for



that, Jane. Thank you for the space. So, we're going to take a lunch break here, but is there anything that any could boost on the train that you want to put out before we go to lunch?

Jane: On close loops and I think would be valuable if it comes up in Q&A or anything in the afternoon. And that is if you think about the four steps I gave you – attract, engage, select, and enroll, I want to if it's appropriate, I want to talk about select, because that's one of the challenges with people is they're not being selective.

Laura: Yes.

Jane: And so, we have a whole way of helping people be more selective in who they engage and enroll. And so, if it's a value, I have some thoughts on that and that is not only will it improve the quality of your life because your – your life experience is determined by the people that you engage with in business in many ways. It also will increase...

Laura: Oh, yeah. *[laughs]* Everyone, not just in business. *[laughs]*

Jane: Yeah. So, if you want to have a little dialogue around select, it was the only thing that we didn't talk – cover that I thought.

Laura: Well, let's do this then. So, we're up for lunch break and – is Jane here?

Jane: Yes.

Laura: I'm sorry. I didn't see your hands. There you are. You're actually right in the middle of the screen. **[0:39:58]** So, Jane and I at lunch time, I took the dog for a walk. He needs an exercise. I got this big download, I was like, wow, **[0:40:05 inaudible]**. They need the assessment. This has been so powerful in our business. And, you know, a few years ago, I paid Jane several thousand dollars for company to help us get the empty structure and get it set up and now, we have a maintenance team, we pay \$55 a month. I'm sorry, Jane. It's probably \$69 a month now. But, this whole thing is that we have it and we use it and I'm excited for that. When that – here's the thing, you guys, when you're making investments and things in your business, I want you to be happy when that bill comes in. I say to Donna all the time, like, "Donna, you haven't charge me enough. Please charge me more money, because you're so over delivering on everything that you do for me, I owe you. Please have the book. Have Rachel send me a bill." And then, I pay that bill and I pay it with glee and I'm excited. When Jane's – I'm on automatic payment with Jane, you know, because it is what it is and I'm thrilled. For years, I'm thrilled. And I said to Jane, I texted her and said, "Hey, can you give me five minutes." And I said, "Is there some way that we can bring this to our business school students and legacy leaders? I don't want to give them one more free thing to do to the whole community." And that's



not what I want to do today. What I actually say that those of you that want a partner, I got to tell you, you can't even imagine how good it is. It's – I don't pay these clients to get on stage and tell you that it's great to work with me and they're getting great results. We actually got a complain. I don't know if I told you this, Jane. But, we actually got a constructive criticism for our January event. The woman who came in, who was not – who's not here, was not part of our community. She's like, "I really enjoyed the event, but I got tired of listening to your clients talk about how great you are. There's too many testimonials. You should take that out of the schedule."

Jane: *[laughs]*

Laura: And like it's not actually in the schedule, so thanks. But, I felt we really always strive like how can we do more. So then, Jane and her generosity and I was like, "Jane, you know, I don't want to just give them a free thing and then they start coaching with you." She said, "Honey, it's \$33,000 a month to coach with me and I don't -- I'm taking in new clients. I don't think you have to worry about that."

Jane: *[laughs]*

Laura: So, yeah. So, we're going to craft a way for all of you that are going to join business school and all of you that are going to join legacy leaders to get set up with your own assessments. And here's the part that I didn't say because I only had three minutes. Jane, I would like to pay you to do that for all my existing clients who are here today.

Jane: Oh.

Laura: You know, whatever we had – we worked – we had a few ideas and some quick ideas about how to do it, but I'd like to give it to Donna, I'd like to give it to Lynn, I'd like to give it to all of my clients who are here as, you know, that are not signing up for something new. But, I have a lot of women here that really can use this in their business and I'd like to pay you for that. And really like we'll do that training you talked about, we'll bring them...

Jane: Yeah. Actually, we're going to call it a party. We're going to call it a party and we're going to all get really dialed into that. Okay, honey, I just – I have two things I want to share and to bring awareness into the group.

Laura: Yeah.

Jane: I want to just acknowledge that what you just witnessed in these last whatever fifteen minutes is a powerful woman, who comes from her heart, who's given this whole time and she stepped into her badassness.



Laura: *[laughs]*

Jane: And she – she stood strongly in what she can do for you. And because what I know about Laura is she undersells herself, it's not always comfortable. And so, on that break, I said, "Honey, like show what you can offer." So, that's number one. That's what – that's what feminine power looks like in action too, what you just – what you've just seen. Each of you can do that in your own world. That means you can love and you can be there of service and you can also stand strong in the value that you offer. So, I just want us all to just givers of love because, you know, it's not always easy to stand strong in you power. That's number one. You spoke about ROI, Laura, and I have a phrase that whenever I'm making an investment decision, I don't necessarily look at ROI because you can't always measure that, right? You can't, I don't know, how much is, you know, this investment of \$20,000 going to, you know, and actually, so now, you don't know. Thank you for showing. So, \$33,000 a month, how do I prove ROI to a client to say for \$33,000 a month? It's not about ROI, **it's not about return on investment. It's about the cost of inaction.**

Laura: Yes.

Jane: Right?

Laura: Yes.

Jane: Remember I told you about the client who was doing \$250,000 a year and I took him to \$250,000 a month?

Laura: Yes.

Jane: That was the conversation, what are you not able to bring in. **[0:45:01]** So, don't always think about ROI because cost of inaction, COI, is such a better question for you to ask. So, anyway, I decided to throw that in there.

Laura: I'll take that coaching. Yeah. I think – I think that there's that place, again, of I don't want anybody to say I wish I have. Nobody in this room for sure, because we just are – you're in this conversation for a reason because you are being called and you're designed to be a leader out in the world. The world needs you to actually not sit on your hunches with the stuff. Yeah. Yeah. So, the cost of inaction is huge.

Jane: Yeah. So, I'm happy to go to the select conversation, but I wanted to actually just honor you first of all for modeling what we as women need to do when we really want to make a difference and when we want to stand in our – our truths.



Laura: Yeah.

Jane: Thank you. So, you are beautiful.

Laura: Love you. Love you. Love you. All right. We wanted to talk about select and then...

Jane: I think really succinctly, yeah, because I knew...

Laura: Yeah. And then we can see if Myoshia is ready now or if we're going to take a break and then come back with leadership. Let's just – you know how everybody is after lunch, we need a break.

Jane: I know. So, I can do like five minutes or we can do it later.

Laura: No, it's all yours. Yeah.

Jane: So, here's what I was thinking about is the whole concept of select. And that is what we know about this community is that your deepest desire is to serve. Like, I think that's across the board, that's everybody. Whoa! I see this so big right now. Okay.

Laura: *[laughs]* Your spotlight.

Jane: *[laughs]* And so, what happens when we come from a place of service in our business and we want to make, you know, want to find us ideal clients to say yes to us, we end up -- like can I have a raise of hands. How many of you in your process of finding a client have found yourself and in the first five minutes of the discover call, which is a sales call, you know like, ugh, this person is not right. Can I see a show of hands? Right? And what happens is the part of us that wants to serve is like, oh, I'm going to continue in this conversation...

Laura: I do.

Jane: Because I want to serve, right?

Laura: Absolutely.

Jane: So, I told you the story of me going back five years ago when things weren't working as well as I wanted it to. So, I told you about assessment. That's how the assessment came about. I wanted to see where they were on their path, what they needed whether or not I could help them. But, we kind of like when we did this 400 – there was a 400% increase in completion and closing, like I wanted to hear that, four times closed. And what we did is we



added a section. So, by the way, my husband is the [0:47:50 inaudible] for our company, so you can imagine it's very interesting dinner conversations sometimes. And I was like, "Okay, babe. Here's what I want the assessment to do. I don't only just want to know where they are in their path, I also want to know how committed they are." And so, there's three things whether you use this tool or something else if you have another kind of tool, then do it. But, I wanted to give you the three questions that you need to ask virtually, so it's automated. Number one, we need to assess how committed are they to do the work to create the change they want. How committed are they to do the work to create the change they want. That's the first thing you need to assess in terms of their commitment. Number two is how willing are they to invest and support to make that happen quicker, faster, easily. Number three, how much do they value the opportunity to explore next steps. I got to – so, number three if you didn't get it, how much do they value the opportunity to explore next steps. You guys, those three questions once you somehow put that into your sales process, I'm telling you it changes the world because number one, you'll stop talking to the – [Nancy Judd], who I think you know, Laura, is a friend of ours. She said, "What I love about these tools, it helped me identify the brain pickers and the tire kickers."

Laura: Oh.

Jane: Did I like that? Hell, yes for that.

Laura: I love that.

Jane: Because if you're going to get on a call with someone and explore whether or not you – it's a good fit mutually, you want to have some way of weeding this out and so, that's the third step of select. How do you select who you will hop on a call with, so that you can then decide if they're a good fit for you. And so, those are the three things you need to understand...

Laura: Yeah. Would you do me a favor, honey, and just really harp it?

Jane: Yeah.

Laura: Just real quick because lots of women are chatting, you know, what I mean? Just, you know, slowly because they'll probably get what they need the second time. And, ladies, everything is being recorded, so this recording will be for you, available for you inside Facebook live. So, you'll be able to go back and listen to Jane's – listen to all of these.

[0:50:05]

Jane: As we go on, I'll also put in the chat, so you can actually just...



Laura: Okay. Perfect. Yeah, if you could write it down, that would be great.

Jane: That will be easy. Yeah. So, I mean in essence I think that's the – remember we talked about how has COVID changed, number one, it's about relationship, it's not about volume. You got to know who they are, so you can make appropriate offers. And number two is you have to make sure the people you give your time to, they are in a space mentally, emotionally, and financially.

Laura: Right. And to take action.

Jane: Yeah. That's it. That's the select piece that I wanted to add.

Laura: So good. Thank you. Thank you. Thank you.

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