



The Limitless Women Podcast Formula For Success

Do you want to work less and make more money? Women entrepreneurs often feel a calling to their line of work and most work around the clock sacrificing time with their loved ones and their personal health for success. All too often women work way too hard for meager results. What if there was another way? Listen to today's episode to learn the formula for success and the key to painless results.

Want to skip ahead? Episode Highlights

- [02:30] Great results start with perturbation. Learn how we become aware of, and decide where it is that we want to go.
- [06:25] Commit and focus. The magic happens when we execute. Take action even with life's distractions.
- [07:10] How committed are you to the results you want to achieve?

Episode Transcript

[MC] Welcome to the Limitless Women Podcast. Our mission is to help women business owners, like you, grow profitable businesses and actualize your opportunities to serve and give to yourself and others. Here's your host, the founder of Limitless Women, Laura Gisborne.

[Laura Gisborne] Thanks for listening to the Limitless Women Podcast.

Today's episode is an excerpt from our last FLOW event. Our FLOW events are created to teach you how to love your numbers and to support you with the systems you need, so that growing your business doesn't have to be so hard.

We'd love to have you come play with us at the next event. So, visit us online at LimitlessWomen.com/flow to learn details of what we've got coming up. I look forward to seeing you there.

So, a couple of things I want to share with you. The first is this. One of the things that I see when we're going into a place of deciding creation is I want to get this great result and I'm not sure how to get there.

What I want to share with you is what I would call kind of my formula for success and I want you to be thinking about how you actually get to the results you want in life. You think that you're getting there because you're working hard and I'm here to tell you that's not – that's not necessary, unless you really want to work hard in which case, knock yourself out, right?



But, if you'd rather stop working -- who wants to work less hours and make more money and have more fun? I have all - money, time, and fun, isn't that good? Yeah? Good, good, good, we got some takers? Okay. Cool.

So, there's a thing called -- and I was looking it up -- this morning to see how to spell it -- perturbation. Can you guys see that? Not really. Lee, can you zoom in? As much as you can zoom in or do we need to move this closer because I can't see it?

Okay. Can you guys see that? Perfect. Now, I can see it. Can you guys see perturbation?

All right. Who knows what perturbation means? Anybody? I thought somebody -- I thought Caroline might know it, my scientist.

All right. The definition -- there are several definitions, but I'm not sure where they are on here. Where is it, Andrea?

Okay. Here it is. In astronomy -- ready? In astronomy, which is different from astrology. In astronomy, perturbation is a change in motion caused by the pull of a celestial body. A change in motion caused by the pull of a celestial body. With me?

All right. Why do you think I'm sharing this with you? Anybody have an idea?

Okay. Another definition for perturbation is agitation, discomfort, disquiet. Has anybody felt that? Raise your hand. Yes. Okay. Of course, you have.

All right. For most of you, your calling, meaning the work that you're doing today is something that came to you as a result of a feeling that you had. Would you agree?

There was a feeling that said, everything looks okay, I'm doing all right here, I'm in my comfort zone, but there's something more that's calling me. Anybody can relate to that? There's something different I'm being meant to do.

So, with this, to me, this is where I said that you're being pulled by a celestial body. I thought that was an interesting piece. You know, could it be God? Could it be the universe calling you? It could be if that's your belief system.

When we create great results it starts with perturbation. It starts with this piece. Then, we have to become aware of where it is that we want to go. We have to make a decision.

We have to make a decision. We have to choose, we have to decide that there's something different that I want to have happening. I want it to happen. That's a lot of words. I want it to happen, right? With me? We make the decision that we want something to be different.

And then, after we make the decision, we have to commit. So, a lot of times you'll hear people say, well, you know, I lost 30 lbs because I decided. Well, it didn't -- it didn't -- that's not actually where it happened, right?



It happened in the action and the execution, but without this order of things, if this is making sense, people get distracted, right? We all do, we get distracted.

So, once we commit, then we have to focus. We're going to focus on what's the desired results we want and we have to keep it front of mind. And guess what's happening while you're choosing and deciding to have a new experience? Guess what's happening? Life! Life is happening.

And there's all these distractions, right? So, you're here your little self, this is you. You've got your eyesight. Okay, stick man, stick woman. Let me put a dress on her. Okay?

You've got this. You've got this idea. This is like your visual, right? Your visual can see this. You've got your line of sight here that wants to get to this goal. And then, all these other things are going to come in to try to distract you. Get the idea?

Anybody else get distracted besides me? Raise your hand, please. Anybody else ever set a goal that didn't happen because you had other things happening? Of course, it happens for all of us, right?

So, what has to happen is when we focus and we really keep ourselves focused and we let all these things that are coming in the periphery go away, then I'm not going to be able to do this since we're all on one page. Andrea, you might be able to help me with this. We'll write it again.

The next piece is that we execute and this is where the magic happens. We get into action. So, this is a number – for those of you that really like the number thing, number five. Okay?

So, we get into action with the steps that we know as well as we can with as much as we know and then what happens? Life! Stuff! More distractions. So, what we have to do then is to recommit and refocus. Get the idea?

And then, we have to go back to executing again. To continue to execute. Okay. The very best and successful and gloriously easy businesses happen because someone has made a decision, they felt the calling, they made a decision to solve a problem. They then committed to – I'm all in, I'm not dabbling, I'm all in.

You remember yesterday when I said to you if you come this weekend and you're dabbling, you're going to get dabbling results. If you come this weekend with your heart and your head and your whole body in, you're going to get amazing results. Get the difference?

This is not just about this weekend, this is about this weekend, this is about how you do anything.

So, when [Lin Bruce] rides her bike for a hundred miles, which is like an impossible thing for my brain to even get around, she committed. She didn't say, "Well, I'm going to get out there and try this." She gets out and she rides. She made the decision she's fully in.

When you get married, most of you, *[laughs]* most of us. I've been married and divorced. So, usually, when you go into that relationship, you're committed, you're in it.



When you choose to have a baby, that baby is coming. Once it starts, it's going. You're committed, okay? It's not the decision, it's the commitment. Are you seeing the difference?

How committed are you to the results that you want to get this weekend? We're going to move into the how-tos and the how to make money and how to have it and be easy and all these good stuff with your systems.

But I got to tell you, if this stuff isn't happening first, you have to have some perturbation to bring you to the weekend because there's other things you'd be doing, right?

And how many people are on the call right now? 58. So, there's about 20 other people that registered that are not here. Something else came up that was more exciting for them. They weren't committed.

Doesn't mean committed to me, they're just not committed to themselves and they'll continue to spin and not understand why. But, you have a choice. Get the difference? A little bit.

Okay. The focus is the place that I see as getting lost. Life is always happening. COVID is a thing. It is a tough thing. There has been a tremendous amount of loss.

But I got to tell you, there has been an incredible opportunity created in 2020 that if you're on this wave with me, you're going to ride and have the biggest expansion of your business life because of the lessons you've learned this year.

Because, you know, there's a big conversation you guys all over social media about pivot, pivot, pivot. I said if you were in a conversation with me, don't pivot, don't you dare. Go deep. Go narrow and deep.

Stephanie Shanks on this call? Did I get your last name? I can't see. Stephanie, yeah, go narrow and deep, my friend. Choose, commit, go narrow and deep and that's where all of your juiciness is waiting for you, okay?

Focus, the directions are going to come. Execute, get into action the best you can with what you know. And when life starts coming in again, recommit and refocus and rechoose.

One of the love songs that's my – my current 21-year love affair, one of our love songs is Sara Bareilles' I Choose You, whose thought that before that song was actually written, I would say that to Scott, I said, "I choose you."

Andrea and I renew our vows every year. Always such a happy conversation for me when she says yes. I say, "Are we going to do another year?" and she's like, "Yes!" I'm like, "Yes! I'm so excited. What are we going to do?" You know, choose.



All right. Recommit when life happens. Refocus. Those of you here in this room, you're here because you had a calling. You have a calling on your life that is a divine calling. There's no accident. You're here because you have a unique set of experiences that have put you in a position, so that you can deeply serve others and heal them.

Even if you don't call yourself a healer, that's really your purpose. Your purpose is to be here, to be in service to others, to make the journey easier, so that we can all lift each other up. With me? Yeah? Okay.

And, you have to continue to execute. Andrea, would you turn this on for me? What happens is this. Rinse and repeat, rinse and repeat, rinse and repeat doesn't feel sexy.

And what we're going to talk about with you today is highly creative people is how do you actually get the systems in place, so that if you choose to build a scalable business where the operations and the promise can be delivered by other people what needs to be in place.

If you choose to stay as a self-employed person and that's her expression, there's nothing wrong with that either. But, you're still going to create your revenue by doing the same actions over and over again. Make sense?

Okay. Let's pause here. Who has questions? Does anybody have any questions? Does this make sense to anyone besides me? Yeah? Okay, good. I got a few hands. That's good. That's good.

It's a practice. Great results in your life come from those actions. Remember your thoughts, your words, your actions? You're getting the results in your life and your business in direct proportion to the actions you're taking.

You're taking the actions you're taking because you're making choices about what they mean and there's a lot that lives in our belief system.

So, when you'll hear someone who's part of our community they're Legacy Leaders or Business School, say, "Hey, I used to think I had to do it this way and now, I think I can do it this way. And all of a sudden, I'm surprised I can do it easily or I can do it gracefully and I can have fun."

If you want that, you might want to have a conversation with me about what we do that's different.

[Laura Gisborne] Are you a woman business owner, who's great at what you do, but you're just not as far along as you'd like to be? Each month, I offer a handful of clarity calls to help women just like you. The purpose of these calls is to help you get clear about what your next best step is, so that you can begin to get the results you want and you deserve. There's no fee for the call, but I only offer a few each month. So, please visit me online at LimitlessWomen.com/apply to grab a spot for us right now. If you don't see any times available that work for you right now, please check back. We're always reloading my calendar and I would love to be able to support you. Visit me online at LimitlessWomen.com/apply and get a setup to chat today.



[MC] You've been listening to The Limitless Women Podcast, with your host Laura Gisborne. Our mission is to help women business owners like you, grow profitable businesses and actualize your opportunities to serve and give to yourself and others. Are you a Limitless Woman? This is your personal invitation to learn how you can join our online community, grow through our business school and play with us at our live events. Go to LimitlessWomen.com for all the details. That's LimitlessWomen.com. Thanks for joining us!