



## The Limitless Women Podcast Your Business Model

If you're a business owner who isn't thriving this podcast episode is for you. Making money is the easy part of business when you're clear about your business model and ideal target. It's easy to become overwhelmed with distractions and lose sight of the basics. Listen today for magnetic marketing and messaging tips to attract your ideal clients and get back on track.

### Want to skip ahead? Episode Highlights

- [01:58] Be bold and ask for exactly who you want. It doesn't have to be complicated.
- [02:35] Know your client's struggle!
- [03:14] Identify how you are uniquely designed to partner with them.

### 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](https://LimitlessWomen.com/flow) to learn details of what we've got coming up. I look forward to seeing you there.

*[Laura Gisborne]* Let's move to the business model.

Now, I tend to make things as simple as possible for the context of what we're doing here. And, when you're working with me privately and we're, you know, co-creating or strategizing or building your business, there's a lot of nuances.

But, I can tell you that this particular model we come back to again and again and again and again. And when I work with the business owner, mostly women at this point, but I still have few male customers, mostly women. When I work with the business owner who is not thriving, chances are she stepped away from her business model.



So, I want you to do this exercise with me right now. It's just going to take a couple of minutes and I want you to ask yourself who do you serve?

Those of you that expressed that you want to have magnetic marketing and magnetic messaging, so you can attract your ideal clients, here is my request. Get bold and ask for exactly who you want.

I support mature spiritually-driven focused women entrepreneurs, who really want to use their business to create a difference in the world. You've got to know who they are and what they're about.

And it doesn't have to be complicated, but you do want to play with this. Play with their ages, play with their demographics, play with what, you know, clearly I have something good going on in Canada, *[laughs]* right? Like, where are your clients coming from? Pay attention to that detail.

The next thing you want to know is what they are struggling with. I talked to you a little bit about the struggle of like there's not enough time in a day, I'm working too hard, I get to the end of the day and then I have things still to do for my business.

I talked to you before and I've listened to you talk about your struggles with money and how it just feels like it's this, the roller coaster, up and down and up and down, instead of semi consistent flow.

What we do in our programs and this is number three, by the way, number is who, number two is what's the struggle, what are they struggling with. Number three is how do you – how do you uniquely partner with them.

You know, the reason we started this event with saying hi to everybody is because I feel like my clients are my business partners. Many of them are here this weekend. It's my pleasure and my honor to help them grow their businesses.

It's through that partnership that they are safe and we co-create systems and structures that have them operate their businesses with ease, where they become magnetic to their ideal clients, where their cash flow is flowing, and they have time to play with people they love and do the things that they're really here to do.

And their hearts sing when they can make a contribution and give back to others in a way they never thought was possible because their business is actually doing the funding. How fun is that? Instead of how I am going to come up with money with this, your business is actually creating it.



So, why don't you take a couple of minutes right now and fill this out. Who is it that you love working with, not who can you work with. This is a big distinction I want you to have. I want you to work with people you love to work with.

Listen, I'm 54 years old, I love working with women, who I love hanging out with. My clients are some of my very best friends in the whole world and some of my best friends became my clients, so it's just like I win all the time.

Who do you love working with? What do you know about them? What are they struggling with, which is the second section?

And then, thirdly and lastly, how are you uniquely designed to partner with them and what great things happen for them as a result of your work together.

*[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](https://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](https://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](https://LimitlessWomen.com) for all the details. That's [LimitlessWomen.com](https://LimitlessWomen.com). Thanks for joining us!