



The Limitless Women Podcast Where to Focus To Grow Your Business

Do you want the highest probability with the deepest impact without surrendering all of your time and energy? Most women entrepreneurs, like you, are typically very busy in both their professional and personal life. It's easy to lose sight of these basic pillars of business and consequently feel unfocused and lack vision. Listen today to learn where to focus to grow your business and still have time for the people and things you love.

Want to skip ahead? Episode Highlights

- [02:35] What you want to look at in growing your business is where to focus.
- [03:27] Where we get a little challenged as business founders is in our leadership.
- [04:50] Great marketing leads to sales with ease.

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.

[Laura Gisborne] What I can tell you is that after 30 plus years of entrepreneurship which is up in my bio, right? I'm 54 now. There are systems that work in every business and every industry that I've owned and at this point, I literally have consulted with and supported thousands of women in growing their own businesses.

And so, everything from medical to sales to accounting to finance, you know, financial planners to lawyers to, you know, you get it. Coaches, consultants, and different businesses and different industries, manufacturing, these systems are the same for every business.



So, what I want you to do is listen with an open mind for how it applies to your business and I'm going to move through them fairly quickly if Andrea is ready.

Okay. Here's the seven pillars of business. When we are working with private clients on growing and scaling their companies, one of the things we do is look at what area of their business needs the attention now and what's going to have the highest probability of the deepest impact.

So, I say that again. That's a quote I have from Shannon Graham, if anybody knows Shannon Graham, but I want to give him credit for that, the highest probability of the deepest impact.

And what I want to share with you is that it's not always what you feel like doing by the way, just FYI. [Lynette] is smiling at me, okay? Just what it is.

So, what you want to look at in growing your business if this is something you're interested in is where do you focus, it is literally one of the biggest challenges for women. We're designed to do a lot of different things and we're very special and when we become unilaterally focused, we get results.

It's another training I want to give you tomorrow about results, how do you get the results. The way you think it's happening is not actually what's happening, okay?

So, pillars. Number one pillar in your business is your mindset and your leadership. When I say to you that money is the easy part, it's not because I'm trying to, again, be blasé about it. The money is simply the result of service.

When we talk about your business model and we get you crystal clear on who you serve, how you serve them, and what the result is for them, that is like a rinse and repeat. You'll hear me kind of saying these little things, it's a rinse and repeat.

Where I see us get a little challenged as business founders is in our leadership because we get to a certain level that we know and then, that's all we know, right? We've constantly been expanding. Businesses -- this I will tell you, businesses are either expanding or contracting. There's kind of a lot of variations in between, but you're either in a growth phase or you're in a contraction phase.



It may feel like you're in a status quo phase, but guess what's happening? If you're not in the growth phase, the world is moving so fast around you that you begin to atrophy. Are you with me?

So, the part around your leadership and your mindset is that you're never done with it. That's why you're here this weekend, you're looking for ways to grow, not only your business through systems and operations, but the way for you to grow as a leader into your life and into what you're here to do.

The second pillar of business is marketing. All right. So, in our world, we call marketing foreplay and we call the third pillar, sales, the deed.

I'll pause here on that, so you guys can let that settle in, okay?

Marketing is all the good stuff that we do – and you can put the third one up too, Andrea. Thanks.

Marketing is all the good stuff that we do to attract our clients, to court them, to nurture relationships. Great marketing leads to sales with ease.

All too often – has anybody been in a car dealer, where somebody was just trying to sell you something like – I'm going to say this, this is going to sound sexist, but usually a dude, right? Like he's just trying to sell you something like they just go for the sale, right?

They don't actually like to build a relationship and get to know you and court you a little bit. This is where we fall short often as women is that we love the courtship, we love the foreplay, we love the nurturing, dah, dah, dah, but we're not always strong in the third pillar, which is sales, which is why we're going to teach you on Sunday, sales with ease, right?

Because when you have strong marketing and you have a really deep understanding of the sales process, those two things are a beautiful dance. And they lead to the fourth pillar, which is finance.

Now, most of us don't have venture capital or outside investors when we start our businesses. Most of us as small businesses as entrepreneurs start with credit cards, start with a loan, start with a liquidity line, start with a loan from family. You know, we find our way. But, the finance, when this becomes easy for you is when these things are happening, when your marketing is fluid, it's congruent, it's magnetic, it's leading to sales with ease and your cash flow is good.



Now, when your cash flow is good, you need to understand your numbers. When your cash flow is not flowing, guess what you need to understand?

Yes, Elaine, your numbers. That's right, okay? So, what I can tell you is that where we are right now in this half, if you would, you know four out of the seven of the pillars of business. This particular weekend, we focused primarily on marketing, sales, and finance.

We have another event coming up in April, hmm, 9th to 11th called Limitless Women. It's a mastermind event. It focuses predominantly on leadership and legacy. Legacy will come up too, okay?

You get the idea. So, if you want to save the dates for April 9th to 11th if you want to be there. We'll talk more about that as we go along.

All right. So, finance for most of us is the fuel, right? The fuel to actually go to the next pillar, which is your operations. How do you deliver the promise?

Now, one of the challenges, I'm looking for my white board. If I'm on the stage, I always have white board right here.

One of the challenges that we face frequently is that we'll get a client, we're jammin' we're doing great we're feeling high and then, we're busy doing service deliver, which is operations and we don't get new clients and then, all of a sudden, our cash flow starts to go down and we're not feeling so good.

And then, we climb up that hill and we're going to the next level of getting a new client, we got our cash flow thing going on, it's good, we're busy with that, but we're not marketing and we're going down, okay?

This is what causes the cash flow roller coaster if what I'm saying makes sense to you. We're constantly having to start over, we're constantly having to get new clients, and that's one of the things that we want you to heal. We want to get you off the financial roller coaster, so that your – your work doesn't look like this anymore, it looks like this.

Who's interested in that? Raise your hand if you like that, okay? Yeah.

Consistent recurring revenue. Consistent recurring revenue really provides you financial independence and financial freedom. And, for a lot of us, we want to scale our businesses, we want to reach more people.



So, if we want to do that and we're working as a solopreneur, we're only going to reach so many people because we have the same 24 hours in a day.

When you have a calling and a purpose for, hey, I don't want to just work with, you know, the five or ten people I can fit into my calendar this week or the twenty people I can fit in my calendar, I actually would like to impact hundreds of people or maybe thousands of people or maybe millions of people. In order to do that, you need to have a team.

Here's what I'm going to tell you. One of my sweet spots after all these years of building businesses is to build owner independent operations. I love creation. I love building businesses, I love getting to monetize, and then I want somebody else to do day-to-day operations. Is anybody else interested in that?

Okay, some of you. Some of you, not all of you. It's okay, really, it's not everybody's cup of tea. But, if you're interested in that, what happens is then you have like a cash machine, if you will. It's bringing in revenue whether you're working or not and your quality of life goes through the roof.

This summer, let me give you these other dates. Do you know the dates for July yet? They're on the calendar. Okay. I'll give you the dates if you're interested, but this summer, God willing and COVID willing, we're going to have a live event in July. It's right around the weekend of the 20th, called, Elevate.

At Elevate, we're going to focus on operations and team. That will not be a retreat that's for everyone because you're not necessarily in that position ready to scale. But, if you know that you want to scale, that's something else to look for, right?

The seventh pillar of business in our organization and in organizations that I align with that I know are purposeful and highly successful is legacy.

Now, if you're a person who is not interested in getting back, you're probably not in this call, right? You're probably not even listening to me right now. You wouldn't be here. You wouldn't be attracted to our messaging.

Our messaging is all about how giving causes growth and how we get to give, right? We get to give back, we get to make a difference.



Here is the news I want to tell you. You are leaving your legacy whether you want to or not. Every one of us is here, we're doing what we're doing and someday we won't be.

And what that looks like when you're not around anymore, you get to decide. You get to have a great partnership right now with God and source and the universe to create a vehicle that not only takes care of you and your family. It allows you to create a difference for people in your community, the larger – your larger country and the world.

And so, I think you're in the right place because I don't think you'd be hanging out with us otherwise. But, I'll tell you this. If you're going to leave a legacy anyway, why not pay attention to it, why not have it be a part of your business.

And what I know from my own businesses and from the businesses that I support is that there's so much goodness that happens in businesses that actually commit to legacy as a pillar of business, instead of an aside.

[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!