



The Limitless Women Podcast How to Have People Ask to Work with You Instead of You “Selling”

It is possible to grow into a space where prospects naturally *ask* to work with you versus the other way around. Journeying into this space involves calling upon your own clarity in your business, leveraging your community, and using the power of story. Listen in and learn how to become magnetic and attract prospects effortlessly.

Want to skip head? Episode Highlights

- [2:32] Remembering that clarity leads to you becoming magnetic
- [7:56] Leveraging your existing community in discovery conversations with new prospects
- [18:25] Using the power of personal and third party stories to build rapport, trust, and connection

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] Are you a woman who loves business, but hate sales? I recently hosted a masterclass on Sales with Ease. In this class, I share with you each of the steps you need to take to have your enrollment conversations become easy, fluid, and productive. Our goal is for you to be able to approach your calls with confidence so you can get great results and enroll all the clients you want. Today's episode is an excerpt from that class.

[Laura Gisborne] It's Day 5. And now, it's time for the good stuff. I mean I think it's all good stuff, but here's some really different things. Today's class is for us to put a bow on it and I'm gonna tell you that if you will follow the steps, this part is really the easy part and it's a place where I see when we get really stuck in asking for the money. So, if you start to dance with us in the sales with ease arc and you really remember the steps, it will be interesting to see how things show up differently for you when you actually get to the close of the sale if you will. For me, it's such a weird word “close” because you're actually just beginning, right? Like why wouldn't we just call it the start?



All right. Let's see what Celeste has to say. When I was a service provider, people reached out— Ooh, I'm getting some comments. Okay. When I was a service provider, people reached out to work with me. My close rate was therefore very high. After I transitioned to consultant/coach role and started doing more outreach and actual marketing, everything about sales calls changed. My process has had to change, but I have not really understood how to shift it. This class series has been invaluable in helping me rethink and reframe my sales process. Yey! I, again, Celeste, would love to have a conversation with you. I don't know if you booked a call with me, but I'm just so curious. I wanna know more about who you are and what you do and if I can make any positive introductions for you because I gotta tell you this is the other thing.

Clarity leaves you becoming magnetic. It's important for you to have clarity obviously for yourself when you're doing one-on-one work. I think that's what you were saying as a service provider. Maybe as a solopreneur inviting people to work with you individually versus this consultant/coach role. You know, it's interesting because the language is everything. I can tell you that in our world, many of my clients and my business partners call me their coach. However, you will not see that in our marketing materials because it's not actually what we do. You know, I consider you all adults, and I'm in the business of partnership. I only wanna work with businesses that I know are gonna work. And so, we just don't take you on if it's not real. Right? Does that make sense? It's first and foremost.

We offer a mentorship program that's a deep long-time adventure and then we offered an education program that combines not only curriculum, but ongoing personalized support. And so, I want you to think about your language. The steps are somewhat the same. Okay? We have yet to have anybody just go online. We actually do have people apply, but they still have to telephone call with us. Right? They find us somehow like through the web. We're not here to just do here's a sales page, go get a sale. It doesn't work like that. It's a relationship. It's intimate and it matters. So, we want people to have amazing results. And it only happens if we actually get into a real conversation.

All right. So, Kathy Keegan says, "If you're considering the business school, I can testify that it is wonderful. I'm making a positive difference in my life and my business." I love you. Thank you so much. Not paid. That's not a paid endorsement. How nice. That's cool. Yeah. You know what's interesting?



We have a woman who was in the last semester of business school and she said to me— This is gonna go back to what we're talking about today with sales objections, right, and how to close the sale. This is how we close the sale. So, this is a real life story, which was part your homework.

She's very successful, very smart. And she's a physician. And you know, that's kind of our playground, right? We are a community of healers. We don't always call ourselves that, but if you remember that the underlying mission of Limitless Women is to heal the poverty consciousness of women business leaders so that they can join us in actually healing poverty. So, we tend to attract a lot of doctors, lawyers, accountants, coaches and consultants, people that are in the healing service. And they may just package it a little bit differently. Okay. So, I'm on an enrollment conversation with her. She's really lovely and I'm not gonna say her name is Rita.

And we are just having such an amazing connection and she's a remarkable person. And she is struggling financially. I mean she is absolutely checking all the boxes for our ideal client. She's a mature business woman. She's been in business for a while. She's super smart, highly educated, really great at what she does. And she has a heart for service. Her son passed away I think 5 years ago now and she's raising her granddaughter who I think is 10 this year. And she started a foundation in his name. I mean she's my woman, right? She's my soul sister. And she says to me— She says, "You know, I've just invested in so many things and I've gotten disappointed time and time again. And you look really good online, but how do I know you're a real person?" And I bounce this back to her and I said, "What would it take for you to know I'm a real person?" I mean, yeah, this is the thing, right?

And we do a lot of cool stuff, right? Like we let you spread your payments for a whole year. We like make it really inexpensive. We do everything we can to take money out of the way from being a hard part, right? And I think I told you this yesterday. A lot of coaches that I've had and a lot of training I've been through for sales has said, "You've gotta get them to pay in full or they can do 2 payments or 3 payments. Otherwise, they're not invested." That's not the case. Make it easy for your new partner to say yes. It's really important.



So, I said to her “How about this?” I came up with this idea. I said, “How about you talk to some of my clients? Are you up for doing that? Like are you really serious that if you found out that this program actually got results and you could know that it wasn't just me being cute online, but actually speak to women that said, hey, this is where I was before I work with Laura, this is exactly what she helped me heal, this is exactly what I needed my business around my marketing, around my messaging, around my client acquisition, around my sales process, around loving my numbers, around building a team, these are the places that I have— I use different things for different people, but these are the places where I've gotten support, would that make a difference?” And she's like “I can't believe it. Nobody's ever done that.” I'm like “Well, let's do it.”

I will just say this. You wanna be the person who does what other people don't do. When you see a big mass of people going in one direction, I'm gonna encourage you to try to look over here and see what's missing. It's been one of the great secrets of my success. I just gave a talk at eWomen on their main stage and I'll share this with you guys in a little bit. But one of the things I talked about is that the big word during COVID was pivot, pivot. I was like “No, no, no, no, no, no. Don't go. Stay. Go deeper. Renew your vows. Get into it.” So, I texted because I'm on a hotline with all my girls. I texted three of my clients that I thought might be able to— Again, these are busy professional women. I texted them and said, “Hey, would you spend 5 minutes talking to a woman that I really feel like would be a perfect match for our community? I want you to know her. And I want her to know you.” Because once you come in, as yummy as I am, I'm the tip of the iceberg. There's a whole community of spectacular women that support each other, that work together and share resources.

So, I said, “Hey, would you guys be willing to chat with her?” So, I reached out to 3 clients. All three of them reached back to me and were like— Actually, I reached out to four and one of them didn't get it till later, but three of them reached back to me right away. And we got her on the phone that day. And she was able to ask her questions. And she was able to connect with fellow women who were having the experience of “Man, this wasn't easy for me. I had to take a leap of faith. I had to just go there, but it didn't feel like I could do it.” And she's still with us and she's so glad she did. So, that's what I'll say about that.



Think outside the box. Think about how you can meet your peeps. Let's do a quick recap on what we've covered so far and why this only works if you do it well. What I mean by that is don't be in a hurry, you know. I always say we're an audience of the community. I'm gonna call some audience. A community of Triple As. We're not like the Type As. You know, a Type A personality is kind of that driver, the leader... We get that. Our women have multiple businesses. They're taking care of elders. They're taking care of children and grandchildren. They are volunteering in their community. They are involved in their church. They don't have a thing going on. They have multiple things going on. So, I know that, you know, when we get on a telephone call, the fact that they've been able to carve out this time first and foremost lets me know they really have something going on that's bothering them. Because if they didn't want a solution, they wouldn't be here, right?

They've got lots of stuff pulling on their time. And so, I want you to go back to #1. Number 1 is your psychology. Number 1 is your positioning. Who are you here to serve? What are they struggling with? How are you uniquely designed to partner with them? And remember, they didn't get up this morning saying, "Hey, I wanna go to work with Heidi." Somehow in the beautiful trust-filled conversation, you had Heidi. That person said yes to themselves to solve their problem, but that wasn't what they woke up with. Right? They just woke up with a problem. So, you being empathic, and caring, and listening provided a safe place for them to really be open to healing. All right. That's the first thing.

The second thing is, you know, you don't know this person. You come to Flow. We'll talk to you some more about, again, how to have messaging that's magnetic, that pulls them in. If you come into business school, we'll work with you privately on crafting all the pillars of your business. But if you're one shot here with me now, I will tell you that the shortcut, if there is one, is to fall in love. Is to actually find something that you really like about this person and mean it. Don't be phony with it. Be authentic. Find something you like about that person. Everybody has something that's likeable and that will help move your warmup much faster. As Kathy Keegan said, be curious and be curious in the best of ways.



You know, I talked to you before about Lynne Twist. If you guys don't know her, please read her book, *The Soul of Money*, or watch her Super Soul Sunday interview with Oprah. [Talk Out of Context]. So, Lynne Twist is really so fascinating. I don't know exactly how old she is right now and that's not really, but she's one of the founders of the hunger project in the 1970s. And so, she's been, again, an amazing role model for me. She, and her husband, and one of their partners created a nonprofit called Pachamama, which is one of our charity partners that we raise funds for regularly and donate to on a regular basis. And why was I talking about Lynne? I was talking about Lynne because she's so much fun and curious. So, I've had the blessing of going to the Amazon with her and being in the rainforest working with the indigenous women there. And we went there to help them to stop dying in childbirth basically. I'll tell you more about that if you wanna know.

But I will say that this woman had so much energy. And you know, she's up there in her years. She just inspired me with every conversation with any person at any level. She's just really present. Just another one of those people that has that power of presence. Go to your sales conversations. Go to the warmup and the discovery with an honest, open, authentic heart. You don't get the right to ask discovery questions until you've had somebody warm up. And then Step #4 is your information confirmation. And we practice that and there's some good stuff in that. So, go back to that. Go back to that if you need to listen to the recording, if you're here. We're gonna leave them up on Facebook this week. I don't know exactly what day they're coming down, but they're gonna moved to a private hub for people who made the donation to Girl Up Uganda, so thank you for that. I so appreciate you. And yes, so then if you need this, you can go back to it again and again, which I think is helpful.

After information confirmation, now we want to uncover why are they not gonna take action today. At this point in your process, I want you to be using the word "today" as frequently as possible. It's gonna sound a little weird to you, but I wanna remind you on something. I don't know who comes up with these stats, but it is said that most people hear 20% of what you say. So, for those of you who speak to audiences from stage, those of you that are doing enrollment conversations, which I think is all of you, otherwise, you wouldn't be watching this video or listening to me right now, if they only hear 20% of what you say, how many times do you have to say it before you're sure they heard it? Somebody write in the chat. So, they'll only hear 20% of what you say.



This is an algebra equation. I think there's an X. How many times do you have to say something before you can be sure that somebody's heard it? Come on. Who's got the answer? It's just a number. Tick, tock, tick, tock. If somebody heard 50% of what you said, close, close. At least 5. Thank you. Yes, 5 times or 8. Here comes the delay. Yeah, yeah, yeah. Right. Exactly. Exactly. 5 times.

So, you know, I know you're fascinating and you're super engaging, but they don't necessarily know you. So, they are probably listening with that 20%. They're probably not listening with the 50%. So, you're gonna have to say things over and over again. And one of those things I want you to say and start viewing in the language as early as you can is today. The word "today" will actually help them anchor that we're here. So, what we wanna focus on today is wrapping this up. So here, we're gonna play a little bit of role modeling here. We've got your ideal client. You know that the problem she has is exactly what you're uniquely designed and experienced to help her with in partnership. And she's really vulnerably opened up her heart and shared with you that this is painful she doesn't wanna do it anymore. You said, "I hear that and I still have to know what would hold you back because we need to know that if she's gonna be—" I'm gonna talk to my husband. I'm in the process of moving. I'm in the process of a divorce. We need to know those things before we ever make our offer. Okay?

Now, I know for some of you that have been trained a little differently this has been kind of a painful slow process building, building, building before you get to spill your beans, but I've gotta tell you that if you don't have #1 a person who really matches your Avatar, you're not gonna make a sales presentation. You're gonna save your energy for the next person. If you have, #2, a person who has not warmed up and opened up to share with you an authentic emotionally charged challenge, you're not gonna make your presentation. If you go back to information confirmation and you repeat back to them what they said, which you know you're paying attention, you're taking your notes, you're... and they go off a whole other tangent, you don't have them. You're not gonna make your offer. Okay? If you now have uncovered their objections and you say "hey, I don't know, but I think I might have something that would be of interest to help you", if we could—



Let me just use the person I talked about earlier this week. I recognize you may get a divorce, and I've been divorced, and I'm sorry that you're going through this right now. And if you go ahead and choose to consciously uncouple with this person that you love so much, then what? Are you still gonna have your business? Okay. Now, I understand it's gonna be tough and there's a lot of things you don't know, but do you think it will be more important for you to be successful in your business or less important for you to be successful after you get divorced? When you're a party of one and you're now really depending on yourself, how important do you think bringing in consistent recurring revenue will be? Whatever they have giving you as the objection, the way you dance with that is really getting them clear that that is exactly why they wanna take action in healing this problem today.

So, the third party stories, it is kind of what we're talking about today. Telling stories, right? Your exercise is to come up with a story that makes a point. And I told you a little bit about this yesterday, but I find it most helpful if you've got a personal story that's going to actually resonate with them and it's gonna build rapport. Great. If you can tell a story about someone else who's come through this and come out on the other side, it's even better. I'll tell you one right now that's a good one for us. It's an authentic true story. It's one of my clients who's been with me since the beginning really. We have a client who I'm gonna call Marie. That's not her name, but I just wanna protect her privacy because it's her story to tell. But in the case of an engagement conversation, it's really important.

She has a very successful auditing business. And in Canada where she lives, auditing is actually required by law for businesses. So, businesses actually have to invest in what she has. And when she and I met, she kept saying to me— And she was very smart and she's like licensed in seven different industries, so it's a lot for me to catch up with and learn. She kept saying, "You know, I'm the only one who can do this in my business. I'm the only one that people wanna invest with. I'm the only one..." She had been in business at that time over 20 years. She was smart. You know, she knew what she's doing. And she was struggling. And she was working like a crazy person, too many hours, always overwhelmed. She had a little bit of a spending problem. She made lots of money, but she spent it all. Not anymore. And I can tell you this that after we've been together for— I'm trying to think of what year. It was 2013. So, we've only been together for about 8 months. We had an event in Southern California.



It was with one of our small events. 20 women. We're all sitting together. Right? Like we're in a big U shape. We can see each other. We're talking. And she fell asleep. And you know, I don't have to be the most fascinating person in the world, but most people don't fall asleep when I'm talking. It's just not what happens. And she wasn't well. And she was kind of pale. And she wasn't doing good. And so, fast forward, about a week, she got home. She went to the doctor and she had leukemia. And she was really hard because our clients become dear friends and it was really tough being on that journey with her. Prior to this, we had started to hire contractors. She had started to find other people who could do what she did so that she could start to free herself up and take a few steps back from the business. She needed to take off for the next 6 months. This was fast. She didn't have much time.

At that time, she had 3 contractors that she had already hired because that's what we've been doing to our work. We work very quickly. We're like "Okay. If you're gonna work with us, let's get you the results right away." So, she had hired these 3 contractors. They had been earning money, paying for themselves. And she was starting to have a profit where she was making the difference between what the companies were paying and what she was paying the contractor. So, she had a little spread and she had these 3 people coming in. And she had another person on the wings. So, she actually did it with four. So, took off from work for the next 6 months. I mean nothing. She was in chemo. She could not work. There was nothing she could do. Her business actually doubled that year. It was hard to believe. It was hard for me. I was super excited. It was hard for her to fathom that she could let go and allow herself to receive support that her business was actually scalable.

And I'm so happy to tell you today she was just with us in July at the Elevate Retreat, that she is fully healed and doing fantastic. Those are the stories, those are the things that let us know that this work matters. So, your stories that I want you to write for your homework are really this. I want you to really think about where is a case study in your own experience with someone who came to you with a struggle and you actually help move them along. I'm going on the premise that you're actually good at what you do. You actually know what you're here to do. You know who you are as a leader and a partner. And I think that this is what's, again, a very conscious different way to enroll them in saying yes to themselves. They're not buying your service. They are saying yes to solving their problems.



So, they won't do that if they don't have an authentic partnership with you. They won't do that if they're not convinced that it's really for them. There's a saying in sales that people don't buy because, #1, they don't believe it works or, #2, they don't believe it will work for them. Okay?

So, I want you to think about that when you're going into this. And if you can tell a story that's parallel or similar to what your person is experiencing for their objection— What's her name? So, Marie's objection was nobody can do what I do? Right? And I've got to tell you that's not true. All of you that actually have businesses have a service that can be delivered by someone else if you're really clear about your business model, who it is, what they struggle with, and how you can partner with them, but you don't necessarily have to be doing the partnership. The partnership can be delivered by others and that just happen to be her objection. And thank goodness, I feel like it was a divine date that we met when we did because I don't think she'd be in business today otherwise. And I'm not trying to say that arrogantly. She said that publically from the stage many times.

All right. Sweet Audrey, what have you got for me, love? Serving others mean you have to serve yourself first. Success lies in the energy you're able to give. All right. Well, let's take a little sideways thing here and talk about the power of you being present and ready for the call. Somebody asked earlier— I don't know if it was Myrna. Somebody said like "What if you get on the call and it's not your person?" I want you to be generous, and graceful, and give them blessings and send them away. You save your energy and also remember that come to your calls prepared. You know when the calls are gonna happen. Most people are not gonna just pick you up and call you. I had an introduction to a woman recently where she— I just picked the phone call. I mean it was actually kind of cool. I had a great chat with her, but I'm gonna tell you be prepared. This is your profession. This is your divine work. This is, in my opinion, your responsibility to be really present and prepared for your conversation.

And there's a whole lot that you think you have to prepare for in benefits and features. And I'm here to tell you that if you will practice listening very consciously and carefully, your prospective client will tell you everything you need to know about what's going on for them first and foremost. And you're gonna use their same language back and then the product or service you're offering is absolutely created specifically for them. Right? So, I had a call earlier this week. I keep referring back to this person. And she said, "You know, I've got a problem because I invest in things and they don't follow through."



And my reflection back was after she shared and after we got to know each other was, you know what, that's exactly why we created the business school the way we did. We know that all of our amazing leaders that we get to partner with are busy women with a big mission and the spirit is calling on their heart and it can be very distracting when there's so many things going on.

So, we've made this program just for women like you so that you can have personal handholding combined with a really easy curriculum that you can follow that's all recorded for you so you can digest it on your time. And we let you know right up front exactly how much time you're gonna need so that you and I can talk about that. And you can get it scheduled in your calendar well in advance because if you're not fully committed, we would prefer you don't take the space. We have amazing women that want this program and we don't wanna take that seat away from them if you're not ready or you're not fully committed. Okay?

So, notice here those of you that are looking for the nuances, I'm not saying we meet on Tuesdays, it's a 12 o'clock, you're gonna get a weekly accountability every Monday. None of that stuff is actually why somebody says yes to themselves. They say, "I know I need help. I have this calling and this is what I wanna do with my business. And I know myself. I know where I've gotten in the way." So, another really good objection uncovering question is what have you tried in the past and then they'll tell you, right, to solve your problem. Why or why it did not work?

Now, I want you to listen carefully to this because this is important. If you have somebody who says I've hired 6 other coaches and they were all nincompoops, don't be the #7. Please don't put yourself in that position. Okay? Or I'm going to every doctor and none of them can help me. Don't let your ego get in the way, that's behind now, to be #7 because you're gonna be setup for disappointment. The only way this is gonna work and I wrote this out a little bit in your email that came out today is when the partnership is such that the person who you're getting ready to work with is really who you wanna work with and they're 100% responsible. They have to be responsible for their own results because you can do it with them, but you'll never do it for them unless you have a done for you like web design thing.



And I'll tell you this isn't even not true because we have clients who have web design companies and they can't do their job if their clients don't provide certain information. So, it has to be partnership. So, I just wanna go back to that and make sure that you don't skip over that part. All right. So, let's see what Erica has to say. That you have to learn that you can empower others and teach and they can actually be better than you. Oh, yeah, that's a great one, Erica. I gotta tell you my desire with this company is to pull myself out of this company. And I'm the founder, right? So, at this point in the journey, I'm the face of Limitless Women. And my greatest joy and desire is to just do my nonprofit work. I love volunteering and working with nonprofits and helping them scale in the same way they work to scale with private sector businesses,

So, our private sector businesses to partner with us actually become our benefactors so that I can be in Africa and working with the nonprofits on the ground and helping them grow and create more impact, right? It's one of the things that I do. We talk about tithing, right, and giving our dollars to nonprofits, but we also can share our talents. We can share our time. So, in order for that to happen, Erica, this is such a good insight, I have to hire people just like my clients. Everyone who's on our team is 100% responsible. We don't bring someone on who's not fully committed to the results at hand. And we work it out. And we work on communication. So, these skills that I'm sharing with you are not just about your role in the conversation. There's a lot of similarity if you listen to the hiring series that I shared with you earlier into onboarding somebody, developing your team. Remember that we are here to lead leaders.

We're not here to have somebody be codependent on us. We're not here to carry someone. My good friend, Jennifer, says there's a difference between caring and carrying. And it's true. Right? So, anyone who is coming in to work with you, be it a team member or a client, has to be responsible for their own results with partnership. So, you know, this sounds silly, but be in integrity. Don't take somebody as a client if you can't help them. We used to just only offer the— what's grown into Legacy Leaders. I used to call it Circle of Life and it's kind of evolved. But Legacy Leaders is our yearlong private mentorship program with me. And I can tell you that up until 2019 when we started the business school, we turned down 60% of the people who applied to work with me. And that's not the greatest feeling, but I've gotta tell you we got spectacular results for the other 40 and they brought us a lot of business. And that's the thing that I want for you.



When we teach the Flow Retreat, it's all about what does it look like if business doesn't have to be so hard. What does it look like when you actually have magnetic messaging, you have marketing that's working, you have clients that are so happy they're bringing you all their friends? I mean I gotta tell you. It's a pretty easy gig. We teach you how to work depending on hours you wanna work. [Talk Out of Context]. The piece around working, so the woman who became a Legacy Leader last year, she's up for renewal right now. She just said to me on a telephone call— She's like "By the way, it's time for me to renew." And I was like "Oh, that's exciting." That's how our sales conversations happen. Yey! She came to me and, again, had invested heavily elsewhere and had not hit her revenue goals. I mean it was really like we knew what was missing there. And she said, "Listen, I'm at a stage in life where I wanna work 20 hours a week. That's what I wanna know. Can you help me hit the number that I wanna hit and can I do it in 20 hours a week?" And I said, "Yes, you can. And I wouldn't take you as a client."

She actually was somebody who was a friend. So, remember I said clients become friends? A lot of times, friends become clients as well. She said, "I've been to your events. I've been watching what's happening with people around you and I'm watching them grow. I'm watching my friends, who said yes to themselves, start to grow their teams and start to be successful. And I'm ready for that for myself now too." I said, "That's good. What's holding you back?" She said, "I'm afraid about how much it costs." I said, "What if we can make it really, really comfortable for you? A little bit of a stretch, but what if we could get it down to this dollar amount per month?" And she was like "I think I can do that." She's like "Is that okay for you?" I'm like "Listen, I know you'll pay us because we're great at what we do."

Think about this, those of you that are like scared to put people on payments, if we don't do what we do and our clients don't make money, they're gonna have a hard time paying us. Right? So, the reason we offer really expensive long payment plans so we can get that dollar per month really low is because people can get results and then they can start paying, right, like they can pay over time. We give a discount and somebody pays in bulk. It's nice because we don't have to setup credit card payments and stuff. But I gotta tell you, if you people don't get results, you're gonna get into a different business.



Again, on the premise that you're great at what you do, let people pay you in a way that's easy for them. Don't be afraid of that. If somebody says "Okay, you know what, I need to go and transfer money" or "I'd like to go get this new credit card I've been waiting for", I'm like "Great. Let's talk on Tuesday. Do you think you can get the credit card on Monday?" "Yes. They've actually sent me the thing. I just have to make a phone call." "Great. So, you're gonna get the credit card on Monday, and we'll go ahead and get started on Tuesday. Let's go ahead and book an hour so you and I can personally deep dive into everything that you wanna do."

I'm moving them into we're getting started, right? We're gonna go ahead and start working. The money is something that just has to be handled, but it's not a true objection. And for those of you that are having problems sometimes around asking for the money, you probably should come to be with us at Flow. This is not a pitch for Flow, but I've gotta tell you that you've got to learn to love your numbers. You have to learn to understand your relationship to money as a form of energy that's here to be working for you. I'm very clear that we don't work for money. Money actually works for us, but that's a mindset shift for somebody who's been a solopreneur versus somebody who is a business owner. You know, I'd say one of the great results that happens in our world is that we move women out of being solopreneurs and self-employed. There's nothing wrong with that. Right? Think about it. You go to medical school. You go to be a doctor. If you're not working, you're not making money. That's no fun, right? You're a lawyer. You're billing by the hour. You're an accountant. You're billing by the hour.

Get the idea? When you're actually a business owner, you actually have structures and systems in place that have people come in and they're still paying and investing in a result that they want and the revenue gets structured in a way where you're never on the financial rollercoaster again. This probably is as much as I wanna go into with that, but I will tell you that again. When I say money is the easy part, I find personally this part right up here, the leadership, the mindset, the keeping your head in the game, that's what we've talked yesterday about, taking ourselves out of the game, you know, we all do it. We all do it. We all say like "Gosh, this is something I'd like someday." I'm gonna tell you, my friends, someday may not come.



I was in a head-on collision on December 26 this year that catalyzed a lot of health issues. I am so grateful. I've had a perfect health for 54 years up until that time. And it's been an interesting thing. None of us knows. Right? I talked to you about Scott. I talked to you about some other things. I'll tell you each of you have your own experiences with how precious time is. So, if this is something that you know you wanna get handled, start practicing these concepts. Get into action. If you know you have a hard time integrating and implementing things, find a structure for support. Now, pay attention because I'm giving you a sales pitch and I'm teaching you about sales right now while I'm doing it at the same time. Okay?

One of the things that I say to you today is that you don't have to be my business partner, but you wanna find someone who's got a proven track record of getting results. You wanna be able to join a community of like-minded women who lift you up so that when life is happening for you just like it happens for me. You know you're not alone and you can do this. You wanna find a program that's gonna hold you accountable, but that doesn't overwhelm you, that gives you space and spaciousness because here's where I see women business owners struggle way too often. They're so busy making a living that they lose sight of their lives. They lose their relationships. They lose their health. And they lose their opportunities. And I believe that God doesn't just send us a check in the mail very often.

I think what happens is he says, "Okay, here's an opportunity. Are you paying attention? Here's a prospective client." They might be at the post office, Erica. You know, that person you were nice to, that could be a referral source, that could become a future client. She might say, "Oh, I gotta get out of the post office. I wanna come work with you." I don't know. I'm teasing. But you just don't know where it is. But if you're not grounded in presence and position in who you are and what you're here to do, you might miss some opportunities. And I'm telling you right now when I shared with you that our business school is starting this month, I get constructive criticism from my peers that we way undercharge for what we deliver. And I prefer it that way. I'd much rather under promise and over deliver than the other way around. And you know, the proof is in the pudding. People get results, and they're happy, and they keep coming back.



Really great spending time with you. Sending you so much love. Please remember that your work makes a difference. Remember that, you know, we've raised over \$500,000 for charity \$10 at a time. You don't have to be wealthy someday to make a difference with your tithing. So, please build a profitable business. Use your profits for purpose. The world needs you. I'm so grateful to be your friend. And I thank you for this time together. Love, love. Take care, everybody.

[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 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 us setup to chat today.

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