



The Limitless Women Podcast How to Make Marketing Easier

When your marketing is intentional, consistent, and on target - the other pillars of your business, including sales, become seamless. Listen in as Laura teaches you a tried-and-true process of planning out a successful, revenue-generating marketing calendar that keeps you organized and on task for growth in any given year.

Want to skip head? Episode Highlights

- [05:20] - When your marketing is consistent and intentional, your sales become seamless
- [19:00] - The first step to creating your marketing calendar - and focusing your business
- [35:11] - Building out your marketing calendar by maximizing your content to promote your revenue-generating activities

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] Welcome to the Limitless Women Podcast. If you're new to our show, welcome! I am so glad to meet you. If you're coming back for another episode, you've been with us before, I hope you will find this episode super helpful and I am so glad that you have decided to join me. What we are going to talk about today is the power of marketing consistently. Now, when I first started this business, which is now almost 10 years ago, the whole concept of marketing felt overwhelming and there was so many different pieces and I didn't know where to start. It was one of those things that took me several years to really get in my groove. My goal for you today is to have a resource that has been super helpful for us over the last six or seven years, and that is the process that we use to plan out our marketing annually. How we get our revenue generating activities structured, the calendar that we actually use, it's super simple and an excel spreadsheet, I'm happy to share that with you, and just how you can use your own super powers, your own ideas, your own methodologies that you're already doing and bring that into a system that you share generously with your community at large, in a way that's fluid and easy for you and that can help you stay on track without working so hard. That's the goal, right? We want it to be easier for you. So dive in with me on marketing calendar, and if you have any questions or there's any way I can support you, please don't hesitate to reach out. Enjoy the episode!



[Laura] Okay. So, let's talk about marketing. Let's talk about first of all why and where this falls in for you because there's here's the scoop-a-roo, and I go back to this again and again and I just printed it. I was running around like a chicken with my head cut off trying to get things done.

I have all these makeup on because I want to do one of the things that I'm going to share with you today, I'm going to do a video shoot today.

So, here's the deal. We at Limitless Women are a leadership company. When you see this when you see the pillars of your business and like, you know, I thought about creating slides for you, but I love to talk with you. I think it's one of the things that's super cool about lives is that we get to actually be here and actually be live and you can ask me questions and I can answer, it can be interactive.

Because when we teach seven pillars of business, we teach them in a very specific order. And, Celeste, you were so helpful to me when we did the last class of business, we teach them in a very specific order. And, Celeste, you were so helpful to me when we did the last class and you were reflecting back about how seeing this in order was helpful for you. So, I'm glad that you – you brought that to my awareness because I can help you think of new levels.

This is the hard part of business in my opinion, okay? When we talk about making money, when we talk about sales with ease, when we talk about building rock star teams, I'm going to share with you my experience after 30 years of entrepreneurship and I want to tell you this. This did not happen overnight for me that all of a sudden, I woke up and I had it all figured out. I still don't have it figured out.

What I can tell you is that after 30 years of entrepreneurship I made a lot of mistakes and I've learned some really great principles. And here is what I know, every business that I've owned and I've owned nine of them over the last 30 years – and every business that I've been in partnership with – when I talk with the language of partnership. So, women who work with me either through our Business School or through Legacy Leaders, I consider them my business partners.

You know, we make ourselves very available. We're in it to win it and we're in it with you in a very different way than most – most of what I've seen out there, right? Most of the mentorship programs that I've invested in over the last ten years have been where, you know, I really didn't have access and I know that personal partnership matters.



So, I'm going to share with you if I may what my experiences are in the hopes that they help you and then also understand that this is your rodeo, you need to put your own spin on the wheel.

So, what I'm going to say to you is that in my own businesses and in every else's businesses that I worked with – I'm looking over here seeing the chat. Hi, Janet. Hi, Shannon. This is the place where we get stuck, right? We got stuck in our mindset, we got stuck in our leadership, we keep growing and evolving and I was saying and prayer is like as we continue to blossom and as our businesses blossom, we become new levels of ourselves.

So, leadership for me is one of those places that if I were going to say, what's the hardest part of business? Somebody asked me this the other day. I don't think it's impossible, but I'm going to tell you if you're live and breathing, there is more.

So, there's a place of like being in practice every day with your evolution, your growth, your empowerment, your focus, and always remembering that this business that you're in is here because you get to do it. You get to solve problems for others. You get to provide solutions and you get to be, you know, really paid handsomely and receive all the compensation and blessings that God would have for you, the more you're in service of more people, all right? So, for me, this is the top pillar is leadership.

The next pillar in the seven pillars of business that we teach is what we're here to talk about today, which is your marketing, okay?

Now, I will say that it comes for me in business as number two because it like number one, leadership, marketing requires consistency. It requires you to keep coming back to it. It requires if you want to have a highly profitable business, it requires daily attention.

Now, I'm going to tell you, I don't want you working seven days a week. I don't want you to be stressed out. But, I want you to understand that when you learn to love marketing and I've got to tell you, my friends, when I first started this work, I had a lot of brick and mortar businesses. If new – if you're kind of new to my world, just here quickly.

So, I married into a family business. When I was 23, I met Peter. Got married when I was actually 25, but it wasn't the business right away. And that one business was a restaurant that grew into another restaurant and another restaurant. At one point, we had eight restaurants on our family.

Then, we went to Arizona and got into real estate and then real estate sales led into real estate development and then it led into real estate investing. Those two kind of came at the same time.



And then, you know, life was happening and I was a bit of a crazy person. I was so busy making a living that I lost sight of my values. I lost sight of what was important to me and then ended up losing sight of my marriage and lost my first marriage. And I say lost it, it was, you know, I take fully the responsibility for that.

Why I'm telling you that, it's not to make it the Laura Show. But, what I want to say to you is that when I came back to my next iteration of life, right? And when I married Scott in 2020, it's 20 – oh, gosh, New Year 2000, it's 2022, right? 22 years ago.

I had some training, I had some personal development training and I really got clear about what was important to me and what my core values were. And I'm saying that to you because I wanted you to know that when we look at things that seem hard in business, there are certain things that if you learn to fall in love with them, they will make your business easier and then it will make your life easier, right?

The whole purpose of your business is to support you. It is not your job to support your business. I think it's important that we go from that context. You know, today, I can tell you that 22 years after being married to Scott, we've, you know, we've built many other businesses. We've owned tanning salon, we owned designer boutique where we created our own clothing line. We owned a winery. Our real estate business has just kept going. We're really, really blessed with a lot of different types of businesses.

And so, when I say to you, this is what I've seen, I want you to understand that my stories are to inspire you and hopefully get you right on track. And now, after 10 years in our – my own leadership business of Limitless Women, you know, I've worked with women in – that are web designers. I worked with a lot of coaches and consultants. I've worked with doctors. I've worked with lawyers. I've worked with accountants, with bookkeeping firms, sales organizations. We have financial planners. Lots of different industries that we're working, these pillars are the same, okay?

And what's worked in marketing in some ways over the decades that have been in business have been tried and true principles. What's working today especially that's why I'm recording this for you right now in the midst of, you know, within two – almost two solid years with COVID, right? Different, the whole world is digital, things move differently, people's principles are at their core values probably the same, but what they focus on can be very, very different and how they focus can be very different.

So, I want you to really look at what we're going to talk about today and ask me questions about what you know to be true in your own industry in your own business and then, let's look at what's hard and relevant.

Okay. Here is the great thing about getting your marketing handled. When your marketing is easy, when it's planned, when it's consistent, guess what happens? You very easily move to the



next pillar of business which is sales. And we teach a course called Sales with Ease. We have a five-day masterclass on this coming up on – guys, I'm looking around for Audrey. She's not – I know she's here listening.

But, Audrey, I think it is February 21st through the 25th. It will be five days, right? 21, 22, 23, 24, 25. And then, on the 26th we'll be doing a get your sales script written masterclass as well, so special workshop. So, we'll send you details on that. I'm not sure the website is up yet at Sales with Ease. I know they've been working on getting it together for us. I hope later it will be up and will give you information this week on that.

But, I want you to know that sales for us when we teach you Sales with Ease the reason why it's easy is that a lot of the principles I'm going to share with you today in marketing tee you up, right? So, we believe in our world that sales is easy when marketing is done well because marketing is really kind of the foreplay. It's the courtship. You know, we speak in the language of love. It's one of our company's core values.

And I want you to know that when you learn to love on people effectively and consistently, when it comes time for them to choose who they want to partner with, that sales process becomes much, much simpler.

All right. So, for most of us in small businesses, sales is what creates the lifeblood of our company, which is the finances, okay? And we have a course that we teach every year called the Flow Retreat, where we go through all the things that you need to know about marketing, sales, and finance, right? Money, marketing, and finance. Money, marketing, and sales.

So, here's the deal. These pillars right here, leadership is something that we're closely working on, but these pillars right here – marketing, sales, and finance, this is the place that you need to really get good if you were in a business where you haven't hit six figures yet. Or if you're in a business where you have six figures or more in revenue or multiple six figures, but you haven't found your profitability, okay?

Because at this point, these are the foundations of your business, this is the groundwork and it has to be in place in order for you to scale. You know, chances are you're here with me right now because you have a calling, you have a desire to get out in the world and play a bigger game and create more impact and life is happening. I mean, life is going to happen for you just like it happens for me.

So, often what I see is that women are in the conversation where they're focusing on the other pillars of business and I can tell you that your conversations around building a team, your systems, your operations, your processes, procedures, your SOPS, these things are less important than this when you're just getting started.



Now, what I find often in our world is that women come to us and they're attracted to us, right? Because we have the seven-pillar, which is the pillar of legacy. They're attracted to that conversation, but they're struggling over here, which is why I'm offering this class today, right?

Let me help you get clear about these things. I can tell you that if you've been in business for a while and you are, you know, I'm going to give you as much as I can today in the time we have. But, if you've been in business for a while and you know you need support around these issues, we offer an amazing curriculum through Business School, which is we only offer that a few times a year. We have a class that's getting ready to start on February 11th. It was supposed to start on January, but we moved it because life is happening, there's been a lot of changes in our organization in the last few weeks, so we said let's just move it back a couple of weeks, so we can really be focused and give you tons of personalized attention.

So, know that that's coming up also if you have any interest in being supported and I can support you in that way, please reach out to me and let's have a conversation.

All right, marketing. So, what we need to know if you are clear about why and how and I'm just going to say this one more time is that when we are working on a daily practice of our conversations with God, our gratitude, our physical health, our mental acuity, and our presence and what's important, right?

When we work on these on a daily basis and then we make our marketing as much of a daily basis as we can, the sales become easy, finance starts to flow in generously and easy. And then, we have the revenue to hire the team that we need to support us. And then, our operations can be honed and simple and delivered by others and we reach so many more people and that helps us create our legacy.

So, all of these things start to get easier and easier as you're going through. I don't want you to be scared by this, I want you to know that we're up here in what I would call the heavy lifting, right? We're up here right now in the stuff that this is where women get stuck, they get stopped, and I want that to stop happening for you because once we get these things handled, all the other stuff is like swoosh. And it happens easy and we have the technology to help you will all that.

All right. So, daily activities around generating revenue. I have a video that you can find on my YouTube channel that's called or maybe, Audrey, since you're here, you might know to find that link for us and pop into the chat, how to create four months worth of content in one day. I'm going to talk to you today about some big macro ideas, which is setting your calendar out for an entire year. And I'm going to do kind of a fun thing here because I – I have blanks and then I have filled in ones. So, I want you to think it's a little bit like a cooking class. Have you ever watched those classes on TV where they like you're, you know, it's like the morning show and then they are like have everything chop up all the ingredients and then they have the, you



know, they have the actual like, voila, they pull the soufflé out. That's what I want to share with you as far as how the marketing calendar works, but there's a lot of moving pieces that go into it, right?

So, I'm looking at all of my – I'm over here looking at all my ingredients to share with you. And I want to give them to you in the right order.

All right. So, the first order is this. You have to get clear about your business model. Who is it that you're here to serve, what are they struggling with, and how are you uniquely designed to support them.

Why I recap that for probably the thousandth time for some of you heard me say it again and again. We call that the one, two, three. If you want to have effective marketing, it has to speak to your ideal client, number one. It has to speak to what they are struggling with, number two. Not how great you are and what you want to bring to the party, that's number three.

But, you don't want to bring your marketing, you don't to want to bring number three to the marketing because it doesn't matter. They're not going to be listening to you, right? So, this class was designed to help you if you're a woman business owner who is really great at what you do, you're spiritually connected, you're mission-focused, you know you have a big gift to bring to the world. And what you're struggling with is not enough time, okay? How do I get it all done?

I want to share with you the system that we've used since 2013. We learned it from a company called, Complete Marketing Systems. And it's just not complicated, it doesn't have to be complicated, but I've got to tell you that consistency is key and messaging is key.

And in this kind of conversation, you know, when we get to Q&A, I'll do my best to answer your questions about your messaging. But that's something that's really done better or more effectively in a one-on-one conversation with me. It's not really done well in, you know, in a group because, again, every one of you has your superpowers, you have something unique about you that you bring to the table and getting really clear about your ideal person and how you serve them and what they're struggling with is like that's the secret sauce for your business. It really is, okay?

So, the first thing is make sure your marketing is actually on target. Make sure your messaging is succinct and focused for your ideal client. Not for everybody, okay? Because there is a saying in – I don't know where this comes from, but it's WIIFM, what's in it for me.

And when you are just talking about yourself, guess what happens? You start to get overwhelmed, you start to get slippery and think like how am I going to do all these and who's going to, you know, help me and how can it happen and what if I'm not big enough to do a \$30,000 program.



Guess what? All of that is because you're focusing on you instead of focusing on them. Marketing is all about the other. It's all about loving them, right?

So, how to create content and how to create four months worth of content in one day mark – Audrey, you're the best, best ever. Thank you for being such a rock star.

Audrey has put the link for this video on my YouTube channel here. I would highly recommend that you go watch this video if you haven't watched it. It's six minutes, something like that. It's one of the best videos I've ever created, I think to give you like behind the scenes this is how we do it, okay?

So, the way that we create content, quick recap, go watch the video. I'm going to give you a quick recap. The first thing we do is I sit down and I sit down and usually do with Josh, he's my podcast producer and we do a brain jab and we come and we do to get the white board and the like write out all the different ideas about what are our clients struggling with this year, right? And then, it becomes a document like this, which is not that easy for you to read. Sorry. But, this is a brain jab document that Josh created. I tried to print it to make it seeable for you. But, I'll tell you it gets broken down into kind of different little categories here.

So, I write it out on the white board because that's how I think. I'm creative, I like to write it out. And then, he types it all up basically. And in here we have – and I just want to give you a few of the idea, so can kind of see what you're going to hear from us in training this year because we ask – we also ask our Legacy Leaders, we say, "Hey, what do you want me to train you on this year? What is it that you'd like training on? What's going on in your business?" We're always listening for what do you guys need and how can we help you.

So, these are some of the common things that we hear about they were training on this year. Are you embarrassed you're not farther along? Are you physically exhausted from overworking? Are you always stressed out about not having enough money? Do you live on a financial rollercoaster? Do you feel lonely? Do you feel like nobody gets what you do? Do you feel like you're never caught up? Do you know that you're spinning? Do you know that you're doing all the right activities, but you still can't get profitable?

These are just some of – some of the things that are on here. And I'll tell you there's a whole bunch of them, right? And this is the content creation part of it.

So, the first step in your marketing is I want you to be really clear about what your ideal client is struggling with. You can put in the chat for me any of the things that I just popped out of my mouth, did any of those things resonate for you? Did any of you struggle with any of those things? You don't have to confess and tell me which things you struggle with, but let me know



if any of those pain points are things that you can, you know, relate to that you're actually experiencing in your business these days.

So, wait a second to see if anybody if I'm on the right track. I talk to a lot of clients I hope we're on the right track, but I think we are. So, chat – chat me up and let me know if any of those thing that I just shared with you are pain points for you.

Yes, okay, thank you. Thank you several of them. Okay, thank you very much. Perfect. All right. So, that's – yes, yes, yes, okay, perfect. Thank you, loves.

So, here's the deal -- just keep saying yes

Here's the deal. You want to know what your clients are struggling with. I don't want you to try to guess this in a vacuum. I want you to have conversations with them. You can do something like this, you can do Facebook lives. You can do a poll or you can do a survey. You can ask them when you have groups of people if you've already well-established in your business you have groups of people ask their clients, what is it that you want me to help you with this year, tell me what's going on.

The other thing that you'll see us do this year is we're going to be doing some training on breaking nets. Here's the deal. I am so very sure that business does not have to be hard. You know, COVID is hard, losing a loved one is hard, having health issues. You know, these things are hard.

Your business is actually here as the greatest vehicle possible to support you, but you've got to get clear about what's yours to do and what's not yours to do. And you've got to get clear about your business model. Again, I find that this can be really difficult to do on your own, but if you allow yourself to receive support, we can help you get there. And when you get clear, then you move a lot faster, okay?

So, first thing is you're getting your business model, what is your messaging about etc. So, the way we create contents, we do brain jab, we get it organized and then we move it into trainings. And so, if you watched the video that I sent you to for YouTube, what will happen this afternoon is I'll have a videographer come here and I will shoot a series of probably, you know, 10 to 15 videos on these topics.

These videos in our world become YouTube videos. You can see them, we have over a hundred of them on YouTube. But, we shoot them in chunks, right? So, 16 pieces of content going out once a week equals four months, hence the title four months with a content in one day, okay? The audio from those videos become our podcast episodes. For those of you, we have 6,000 downloads, somebody is listening to the podcast, so thank you for that if you're one of those people. Those of you listening to the podcast, those – that content is the same content as the videos.



Every Friday for six years we sent out a free gift, Free Gift Friday if you're on our email list. If not, go to freegiftfriday.com and join us there, okay? I think you are because you're in the Facebook group. You probably are already. So, that content is driven by this.

Now, here is what I want you to do be thinking about. The promise of this class is let's get you thinking automated. Let's get you thinking ahead. Let's get you thinking about what your year looks like at a glance. We're going to get to this good stuff here in a little bit. But, I want to tell you that all these pre-work I'm sharing with you has to be done first. You have to know who your people are, what they're struggling with, and how you can support them. You have to know what the content is that you're going to create for year that matters to them. And then, you have to get organized, you can drip it out. But, it doesn't have to take a ton of time, okay?

So, once we get these concepts, right? The brain jab concepts, we then put them into another document and I'm not sure this is so tiny here. But, this is 52 weeks of content at a glance, all right?

So, what we've got on here is our launches for 2022. Every month, there's a certain launch, you'll see this in the marketing calendar when I show you how we lay it out. And then, there's the actual topic.

So, this tiny print, it's the best way I could print it for you this morning – this tiny print goes through the end of March. Our goal as an organization is always to be three to four months ahead of our daily, you know, content needs. But, we, you know, ideally, we'd have the whole year done in advance. So, we just didn't get it together this year and I'm just being transparent with you.

If you can get yourself three months ahead on your marketing, it will change your life. There's no pressure. But, you know, again, if you think about we started this stuff and you said, okay, in October. We start thinking about it, November, December. We set up, January, February, March. Today, I'm shooting video, this will become April, May, June, possibly July.

Josh is working on some other stuff, so that's probably going to take us through August, September. You know, if all goes well, by – gosh, when I do the next video shoot, let's say I do that in February or March, I pick a day to do it, you know by March, we should be done with the whole year. We should have – all of our content up and running. And I'll tell you, Joan, about the column headings in the – in the document in a little bit.

Okay. So, what I want you to be thinking about is what is the content because you've got to have that clear first. If I just say, okay, put in the thing. Okay. So, the next step I want you to do



is I want you to think about with this content what are the places that you're going to put that out.

So, social media is going to be one. Obviously, you're going to be doing social media post on a regular basis. The other place that you're going to be doing content hopefully is an email newsletter to your list. Hopefully, you've got this going on, okay?

[Debra Daniels] is saying, yes, at least 90 days ahead. Most people don't have enough time to be ready for launches throughout the year.

Well, that's another reasons why this will answer even though it's super tiny you can't see the details, I'm not trying to be sticky here, I just literally didn't know how to print it out so you can see it.

But, this is – because we use it – this is all digital in our back office, so when I see it, it's actually on the screen and so, I was trying to print it, so I can share it with you.

So, Joan, this will help, honey. Every month, we have a launch. So, in January, we're doing this class for you right now, right? This is a launch. So, you saw we got emails out there, we got some happenings going. This is the Facebook live.

Now, what's cool about this is this is going through Zoom if I set it up right, right? I started on Zoom and I'm streaming through Facebook. So, you guys are seeing it in the Facebook group, but Zoom is also Zoom's name is on here, so I'm thinking they're here.

Zoom is also creating for us recording, an audio and a video. So, this video training can now be hosted in the Facebook group, right? So, our community of 900 and I don't know how many member like over 940 I think what I'd say. 940 women can pop back in here and watch this training.

The Zoom recording we can then take and edit it down and create some cute fun videos that we can use on your YouTube channel. Then, the audio can be magically moved around by Josh to become a really effective podcast production as well, right? So, this is in real time what's happening.

And then, you know, chances are, well, next week we start on our calendar, we're working – we're launching Sales with Ease. You'll see different things going on, but I can always pop this in later and say, hey, this is, you know, a great training for you on marketing, this could go into April 1st, right? It could go on to the calendar if we want it there. Just to give you an example. Okay. So, this is the January content. February, we're teaching Sales with Ease, right? You got a whole week of sales training. It's fantastic. We did this class in September. It was life-changing for people, I don't know why, but it was just one of those things where they got clear about



sales. Everything started moving really effortlessly in their business. It's always a blessing to see them have such a big – a big change.

In March right now, we're scheduled to do a masterclass on Never Be Overwhelmed Again. Overwhelm is the number one pain point that we hear from women again and again. I feel so overwhelmed, right?

In April, we'll have our Limitless Women, we'll have our eight annual Limitless Women Legacy in Leadership live event in Southern California. So, you get the idea, that's what this column is. These are all the months and these are the different trainings.

Now, what we try to do is plug in the content that I create and have it from this content calendar this kind of idea into the different months, so that it matches the launch, right? So, you're seeing this because it's the beginning of the year. Sorry about this, my voice is a little scratchy because I'm having allergies.

It's the beginning of the year, we're getting ready for, you know, 2022, we're saying, okay, it's back to work, back to the life, let's get going. So, we're going to look at today, what is your year at a glance look like.

In February, we're teaching you about sales and so, all the Free Gift Friday and the trainings you'll see will be related to sales. Get the idea?

In March, we're talking about not being overwhelmed and stepping into the leadership because we're leading you to our April event and concurrently during this time we always have openings for private clients Legacy Leaders as our private clients and then also our Business School launches. So, Business School gets launched several times a year and as we're doing the trainings, people from the trainings will come on telephone calls and we'll move them into programs. I hope that's helpful, that makes sense.

Okay. What I'd like you to do and I'm going to take a minute and get myself some water. It's only will take just two minutes. I got to plug in my charger. I just realized my computer is going to die.

But, what I'm going to do is take two minutes or somewhere around that, one minute and write out for yourself right now what are all of your marketing activities. Let's do that one first and then we're going to do your revenue generating activities because the two are related, okay? So, write down your marketing activities, you got your newsletter, if you've got a podcast, if you've got social media marketing write those things down and I'll be right back. Let me grab some water.



[Laura Gisborne] Are you wanting a deeper dive about topics like the one we are talking about on today's show? Did you know at Limitless Women that we offer a Business School that's been proven to help women entrepreneur's just like you build profitable businesses so they can give back? Visit us at LimitlessWomen.com to learn more about how you can sign up for the next semester of Limitless Women Business School.

[Laura Gisborne] Okay. So, you wrote down some ideas, right? If you're networking, that is a marketing activity. If you are emailing, that is a marketing activity. If you're posting on social media, hopefully you're posting strategically. This is not a class about social media marketing, I'm happy to do that if that's something you guys want. Let me know and will talk to you about how it integrates because from our content creation, when I shoot the videos that become the podcast that become Free Gift Friday, they also become social post.

So, it's super cool for that focus of like one power day becomes multiple things, right? So, this morning the makeup artist came and put makeup on my face, not because I can't, I'm just not very good at it for camera. But, you know, there's a certain way you want to look so that when the videographer comes, I'm going to be, you know, camera-ready, if you will.

And also, the photographer come in because, well, I'm made up, why not take a few pictures? You know, I just want you to think about everything that we look at in our business is how do we create systems to make things easy, right? How do we create systems. So, hopefully you've got a list of what your marketing activities are.

Now, I want you to also be thinking along the same lines as we go through the calendar what we do in our – at our world on our revenue-generating calendar. We have multiple places where do this, but I'll tell you that when I look at this like where am I spending my time on revenue-generating activities, I put in marketing activities. I also put in client fulfillment activities.

Now, that's not all the calls that I'm on. You know, Monday through Wednesday, I have calls with clients and 1:00 to 4:00 and that's not what I'm putting on this calendar. What I'm putting on this calendar is that we have programs. You know, we have Legacy Leaders or someone works with me privately and they're also part of a very exclusive mastermind community and we meet twice a month virtually, right? On a Zoom call.

I put that in my revenue-generating activity because basically that fulfillment of those clients' experience is how our company generates revenue, right? I have to pay all these people. We give away our first 20% to charity and we're so grateful for that opportunity, but I still have a lot of team that needs to get paid to, right?



So, we need to pay them, we need to pay for advertising. We do all these other stuff with our money. So, that's a whole conversation for flow.

All right. So, what activities are you doing that are using up your time that are revenue-generating activities? Not what are the activities that are sucking up your time that are not helping you make money, right?

So, if you're doing client fulfillment like I'm teaching a class right now. This is – this is a revenue-generating activity for our company. To dress me up and put in front of you is a revenue-generating activity because some of you that are on this call, many of you in this call are already part of our family, we're already in partnership, you and I.

But, some of you have been, you know, recording you. You're checking me out. You're like, "Hey, does she really have something to say that would be valuable to me? Is this the person I want to partner with to help me grown my business?" This is a revenue-generating activity hosting a class. Get the idea? All right, cool.

So, when you've got this written out, let me pause right here and see if anybody has a question before I pop into how to fill up the calendar.

Anybody have any questions? I'm going to give you a second. I think I have a delay on Facebook, so to make sure that you can ask the questions if you have any questions on things I've covered so far before we get to the implementation.

Okay. I'm not seeing anything, so if you do write a question, then I'll pause myself.

Okay. Inside the Facebook group, there is a place and I cannot get there right now because I'm on here hosting you guys, but I can tell you where I think it is. At the top of the bar on the Facebook group, there's little things here that have like you have like discussion, you have members. There is one there that says files. If you go to that tab at the top of the Facebook group, you – there's a drop that if you click on the files and you open it up, guess what? It is full of good stuff, including the 2022 revenue-generating activities calendar that we created for you.

Now, so what we've done is we put this document for you in the Facebook group, so you can download it. It's a PDF. And what I want you to do is – because most of you are unable to print this. I can't print this at home personally. It's 11 x 17, I don't have that kind of printer. I have like the cheap Canon printer that can do 8-1/2 x 11 or landscape, right?

So, what I want you to do is send that to OfficeMax Office Depot or Staples whatever is close to you and they will print it out for you. And this one that I just did – oh, it didn't say it on here because I paid it online. I think it cost me, you know, don't hold me to the penny, but I got to



tell you I think that I printed five copies because I like to have several to play with and like to give them away because they're fun little gifts and you can fold them in half and they travel well that way.

But, I think it cost me about \$5 to print them, right? To print five copies. So, it's going to cost you a dollar a copy, maybe less. I print them in color because the way we create these blue lines are the weekends, right?

Now, you know, it's a seven-day a week world in our world, but I want you to be really clear about the most important thing that I want you from this calendar is your time off first. So, be really looking at this and we're going to get used to it and so, on separate that I want **to 0:35:07** one of these in here for you, okay?

So, the way that you go with what we've created so far is you've got your content. You're going to get your content organized by when is it going to go out in the course of the year and how does it relate to the launches that you're doing in 2022.

And then, I want you to think about, you know, what does this look like in your calendar, what does it actually look like in real time getting done. Because here's what beautiful, if you use the system and you set it right now and you work with me on getting this up and running for your business in January, it may take a few weeks maybe January or beginning of February, guess what happens?

You've got March and April and May and June and July and all these months with so much time frame that you didn't used to have, so you no longer have to be thinking about how am I going to create marketing, okay?

You've done it now, it's kind of -- it's what we call in our world the short hurt, you suck it up, you get into it, you do the work now and then, you get all kinds of fun play time, all right? So, in our calendar, what I want you to look at is -- let me just start myself again. When you're doing this, I'm going to help you fill this out right now because you're going to have this here, you're going to print this out. You're going to take these instructions and hopefully you go back and listen to it.

The first thing that I want you put on the calendar is your vacation time. Everybody take a deep breath. Yes, I said it. I want you to put your vacation time in the calendar. It's the most important thing that you take time off to rejuvenate yourself to reengage with your purpose, to refocus on why you do this work. And depending on where you are in your business, you can decide how much time are you taking off, okay?

So, there's a couple of little hacks that I do in our business and I'm going to share with you that might be helpful. In our business, the month -- I normally take off the month of July and the



month of December from client fulfillment calls, meaning Legacy Leaders meets twice a month for live Q&As.

Limitless Women Business School, one of the things that's super cool that we do that you wouldn't know if you're not part of Business School is that we offer lifetime support. So, when someone comes through our Business School program, it's accelerated nine-week intensive that they go through. Ongoingly, after that nine weeks, we meet on the first and third Saturday of every month.

And I'm smiling a little bit because we thought about stopping it. You know, here's the thing, the women who need it show up and what I know is this, when you're going through Business School and you're learning about the pillars of business and you're structuring your marketing materials and you're getting your finances in order and you're working on your messaging, you may not be ready to hire somebody. You may need that ongoing support when you're like, hey, my team is growing, I now need some extra personal attention, I want to have a Q&A with you, Laura. So, every month we offer that ongoing support, okay?

So, that's what I'm saying to you is in July and December, I take a break from those calls, not because I don't love my women, but because I think it's really important, again, to reset and reevaluate, right? Just come back with a fresh perspective in August and January.

The other thing that we do as a family is that we tend to take, you know, again, pre-COVID was a little different, but we tend to take some big trips. Every year, every other year, we tend to take a really big like bucket list trip. And so, this year we are scheduled. We'll see, again, we'll see what happens with COVID and travel. We're scheduled to take off most of the month of September and go to Norway. My husband is Norwegian. It's his heritage and so, it's essential that we go there. So, our plan is to take a Norwegian cruise that we're booked for and to go to St. Petersburg, Russia.

So, what you have coming up needs to go in this calendar because I want you to be able to see it. When you're looking at your year at a glance, I want you to be able to see that time off because I personally find it very inspiring when I look at my calendar and I can see this big block of time.

So, the way that I fill mine out is I put a big block of time here. So, middle of December on, we take a break from Free Gift Friday over marketing just goes a little quiet at that point. The month of September, you can see I've got this marked off from the 3rd – sorry, from the 8th through the 29th.

So, put that time in first and I just color mine in. Here's the – here's the place of like the ingredients, right? So, you've got your more ingredients are your brain jab, right? You've got



your brain jabs that you've translated to a document or you could still have it and make written old school.

You've got your year written out as an Excel sheet, right? So, you can kind of see if you're doing email marketing, here is your every week what's going on. Then, you've got your beautiful year at a glance calendar, where you write out all the activities that you're doing to market.

Now, if you look at your activities, I'll just use ours as an example. This is the ingredients and then here's the soufflé. Free Gift Friday, I did this for you this morning, it's just kind of a brief link because now that I'm packed up, I just moved to Austin. I don't know where my one is that I did at the end of the year, so I had to create one for you this morning, which was easy, it didn't take that long.

So, Free Gift Friday means that all the Fridays on my calendar are marked green, right? Because that's going out every week. Then, you can see that we have a Business School class that starts in February. The color we use in Business School is orange.

Now, this is an important thing to say. What's kind of cool is that the color code when you start marketing and things live in your digital calendar as well as on this, because this is really for you. This is not so much for your team. This is for you to look at yourself, keep on your desk to be really focused on what are the daily activities that need to be happening, right?

So, orange is the color we use for Business School inside our digital calendar. I use orange here. Yellow is the color that we use for Legacy Leaders inside our digital calendar every time our Legacy Leader has an appointment, it shows up yellow. Every time we do a Legacy Leader mastermind because we meet in person three times a year, again, provided that we can travel and everything is safe. If we can't get together in the physical, then we get together virtually, but that goes on the calendar, right? That's a day that's going to be a client fulfillment day and we use yellow in our digital calendar, I use yellow on here. Get the idea?

We have a schedule for 2022, three in-person events. You can see those are kind of a pink color. Sorry, it's not the best picture for you, but **[0:41:40 inaudible]**. What you want to do is fill this in with your activities. This kind of brownish color because that's the color that I could find is our podcast. Our podcast is going out I think Josh said we have a little over 80 episodes, something like that.

So, at this point we can – we can – we haven't just stop in the podcast, we set it and forget it. But, what we're doing is going to twice a month podcast – or every two weeks, excuse me. We're publishing every two weeks instead of every week. We've been publishing every week for the last couple of years. Now, last year and a half and now, we'll go to every two weeks because we have a lot of content there.



So, what I'm finding with our podcast listeners is that they get on and they like to kind of Netflix it, if you will. I think Netflix is going to become a verb just like Google, right? I'm googling something. So, that's the piece.

So, what I want you to do is mark your time off first, where is your vacation. Then, I want you to go through and see what are the things you're doing consistently. So, if you've got a consistent email that's going out every week, put that on the calendar. And then your other tool if you want to have some fun with it is Crayola, color pencils.

Go and get yourself some of these color pencils and just color in the same thing over and over again. So, it ends up being kind of a pretty – a pretty thing to look at that has different colors on it. And when I fill out what's missing here for us is the email marketing stuff that will happen this year. What's missing for us on this month for me is some speaking engagements. What else is missing here?

So, we got podcast, we've got the – oh, YouTube, the YouTube launches. So, we're not plug in here YouTube. And like here's the sales that I didn't color in yet. We have a couple of five days this year. So, when I click in YouTube speaking engagements, the digital process that we're teaching, those are not plugged in here yet. And whatever else I just said, you guys have to tell me what I just said. It – oh, email marketing. Then, the whole calendar gets filled.

Now, when I first started, this is what I want to give you as a caveat, when I first started doing this in 2013, my calendar started like it looks the same and a little different because, you know, but it was blank, right?

And then, I had maybe when we first started like 2011, we had one event a year. 2012, we had four events. 2013, I think we back down to three, then we went back to two, then we went back up to three. Three has been kind of a good number for us. Three has been kind of the number that we have leveled off of for our in-person event, which is one of our biggest revenue generating activities because when we get to a live event, it is the greatest way for someone to experience our community, the teachings, the resources that are available because so many of our women in our community do business with each other, right?

So, some of you, you know, if you're an accountant and you're looking for community where you want to find accounting clients, it's awesome because all of our clients are business owners, they all need accountants. I'm just using that as an example because Debra is here. So, that's what happens if you're – Donna is an example. Donna does our social media marketing. If you're a person who's a marketing expert and you come to our community, it's fantastic because everybody needs a marketing expert, right?



So, there's something really fantastic that happens in the live events where everybody gets a chance to meet each other and so, then, they can, hey, you know, if they like me and I like them, then it's a good place to go deeper, so that happens to, you know, to really grow our community and grow our family.

[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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