



The Limitless Women Podcast Shayla Boyd-Gill

Shayla Boyd-Gill is the creator of the Luxe Scaling System with over 20 years of experience as an entrepreneur and a proven track record of guiding six-figure, service-based female founders towards success. Listen to this wife and mother of six explain how she took a huge leap in faith to leave a lucrative career as an engineer in order to pursue more purposeful work. Plus, she lets us in on the \$250,000 crises that most female business owners face, but no one ever talks about.

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Want to skip head? Episode Highlights

- [04:33] How Shayla walked away from a lucrative engineering position that no longer served her in order to pursue work that fed her soul.
- [10:40] Hear what Shayla did to level-up her client base as she matured in business.
- [15:04] Shayla explains the \$250,000 crises that no one ever talks about.

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]

[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!

Laura: Okay, so today, I am so excited to introduce you to Shayla Boyd-Gil, one of my new favorite women on the planet. And Shayla and I were introduced recently by Linda Kane, another mutual friend of ours. And I think how it went down, you can correct me if it's wrong, but I think how it went down, Shayla, is that you were having a conversation with Linda about leadership.

Shayla: Right.

Laura: Maybe. Yeah. And so, Linda said, "Hey, do you know Laura Gisborne?" And then one thing led to another, and we got introduced, and then we had a call. I knew you were a soul sister. I knew that you and I were synchronistic in our goals around creating impact in the world and lifting up other women so that they can do their part right to join us in this opportunity to serve. So I thank you for taking a few minutes today to visit with me so that I can share you with my community.

Shayla: Well, I'm super excited to be here, Laura.

Laura: Thank you.

Shayla: Thank you for allowing me to be a part of your community today.

Laura: Oh, thank you. It's my honor, my privilege. So I would like to just keep it simple so people can know why I asked 'cause a lot of my friends haven't seen me in a long time, right? I had a big health journey over the last year and a half, almost 2 years, and I'm back with a vengeance. And I knew that God was tuning me up for big work out in the world. And part of that is just really listening for the synchronicity of who I wanna play with and where I'm aligned. And so, when you and I spoke about your upcoming conference, I said, "Gosh, I think that's where I wanna be." I think my girlfriends are in the room. It's the right conversation that women in business need.



And so, I'd love to start with introducing you and having you tell us a little bit about your history. You have a fascinating history. Just kind of like what you were doing before that brought you to now. You're the mother of six beautiful children, so God bless you for that. It's so amazing. And you have this upcoming event. And so, there's a reason why that's happening. So I know that's a lot, but we'll try to get through it all. So, tell us first a little bit about who you are, what brought you to the work that you're doing today.

Shayla: Absolutely. Well, again, thank you for allowing me to be here. And when people ask me who am I, it's such a big answer, but what I can tell you is I am a woman of faith, a woman that really believes that there is no limit. So I love that you are all about being limitless. I am a mom of six children, all of whom have been homeschooled, and a wife of 26 years. Somehow.

Laura: That gets a congratulations. It's one thing to get married. It's one thing to stay married. Right. Yeah. So good. Yeah.

Shayla: And the big thing is I've been dabbling in this world of entrepreneurship for a while. The way that I entered into this journey is a little unconventional. I have a background in engineering, construction engineering, technology, building buildings ground up, commercial buildings as a project manager. I knew 3 years within my career that it wasn't the place for me. I saw the way that the people that were at the top were living their lives. And I knew that I didn't want my life to look like that.

Laura: Awesome.

Shayla: They were miserable. They were getting divorced. The money was amazing, but they were like robots. And I said, "I have an opportunity here. I have an opportunity to excel here, but it's not gonna be a journey that looks amazing." I love to tell people this part. I understood why I was hired for this company. I was hired to be a triple threat for them.

Laura: What does that mean? What triple threat?

Shayla: African American woman [0:03:52][Inaudible]

Laura: Okay. Yeah. God made you beautiful. Yes.



Shayla: Right. So, that was one point for them. They had a woman as an employee. That was another point for them. And I lived in Washington, D.C.

Laura: Interesting.

Shayla: They were able to secure contracts under my being—

Laura: Interesting.

Shayla: ...because I was a triple threat.

Laura: Interesting.

Shayla: I didn't look like the owners of the company.

Laura: Right.

Shayla: They needed my being to be able to secure the contracts. And when I understood, I'm never gonna be where they are.

Laura: Yeah. Yeah. Interesting.

Shayla: I knew I needed to exit and exit fast. And many people told me, and I'm sure you've heard this in your career, "That's a stupid move. The money's good."

Laura: Right.

Shayla: You know, there's good money.

Laura: Right.

Shayla: And we know the saying, "not all money's good money." Right?

Laura: Right. Yeah.

Shayla: My sanity and my well-being was more important for me.

Laura: Good for you.

Shayla: So I literally took my first leap and said, "I'm leaving. I don't know what it's going to look like." But I asked the question when I did leave, and I was pregnant with baby #3—



Laura: I was gonna ask where you were in your journey with babies.

[0:05:00]

Shayla: Yeah. My husband was like "You really left?" I'm like "Yeah."

Laura: Yeah, yeah, that's it.

Shayla: So I said, "Well, what am I really good at doing?" And the answer was one of those I can't believe you said that answers. I said, "I'm really good at having babies."

Laura: I love it.

Shayla: But it was true.

Laura: Oops, there you go.

Shayla: I mean, Laura, come on now. I would not have been on baby #3 had I not had great birthing experiences. But what I knew from my community, their answers when it came to their birthing experiences, they were not the same. The women in my community felt like they didn't matter. They didn't have anyone advocating for them. I just happened to stumble upon midwifery and doula services. So I had people backing me and advocating for me. I had people making an impact for me. And I understood it was something my community needed. And so, I became a doula and a childbirth educator, lactation consultant. And my job was to advocate for women that look like me and women beyond. And I did that and grew that business to a 6-figure business, multiple 6-figure business. I was the highest paying birthing worker in my area.

Laura: Nice.

Shayla: But here we go. Classic story.

Laura: I got another plan.

Shayla: Definitely burned out because I wanted to help everyone. And I didn't understand business well enough to build the team that was needed. I didn't understand how I could scale that business because I focused it on me. And so, I had to learn that lesson. And I decided I can still help. I can teach more people to do what I'm doing so that they can help. And so, I



stepped away because by the time I left that, I was probably five babies in at that point. Five babies. And so, I said, "I'm gonna train other women."

Laura: Smart.

Shayla: We know people will get certified with skills, but most of those certification organizations don't teach you how to own a business.

Laura: 100%. Well, let's just pause here for a minute and talk about engineering, and accounting, and legal, and medical. You don't get trained about business there. You learn to have your skill. Exactly. So it's not to criticize that, but it's to have an awareness of—

Shayla: Very much.

Laura: ...an opportunity in the marketplace that you saw there, which is another reason that I love journey.

Shayla: So there's teaching in this story. Okay?

Laura: 100%.

Shayla: And so, what I noticed was there were many women that— We had this trend where people wanted to be birth workers. Everyone went and got certified and then they couldn't figure out how to get clients.

Laura: Right.

Shayla: Why can't I find clients? Why is it that people don't want to pay me? I have your answer. And so, once they finished getting certified and getting frustrated, I said, "Let me help you." And I was able to support a community. I niched down.

Laura: Nice.

Shayla: And then I had the community of women who I supported with having their babies that didn't wanna go back to work. "What do I do? I don't wanna leave my baby?" "Let me help you to start a business. It doesn't have to be birthing, but let's figure out what you're good at." And so, I was able to do that. And that's how I entered into the coaching world. What I can say is I matured and I was able to grow up as a coach. And as I grew and matured, my clients had to grow. I outgrew the type of clients that I was choosing to work with in the beginning. And I decided to grow into a different level of clients. And so, that's how we've gotten from



engineer to this place. But what we know, Laura, is it's all a process. Like you we're using whatever skillset, if you went to school, you came out of school with. You can find a piece of the magic in that skillset. So it's not a always—

Laura: 100%. 100%. Really, yeah.

Shayla: So I'm good at processing things.

Laura: I get that.

Shayla: I'm good at organizing, structuring. I took that skillset and brought it into this business world. And so, it still works. Mistakes were made. Major mistakes were made. Literally one landed me in bankruptcy, but it was okay. I know how to get back up.

Laura: So good. So good. When I think about the skillset of engineers, I mean, I'm not trying to offend anybody here, but a lot of times when I meet somebody who has an eng— I call it the engineering brain, right? They're very intelligent. I mean, just highly, highly intelligent 'cause you can't understand the scale of things. Like when we're traveling, you see a bridge, you're like "Well, who actually had the idea?"

Shayla: How did that work?

Laura: All the things that happen to make that happen. But they're not usually a lot of fun to hang out with. Right? So I find you to be so fun, and warm, and yummy with an engineering brain. It's actually fascinating to me.

[0:10:02]

You're a multifaceted and fascinating woman.

Shayla: Yeah. I'm not the hype girl. I'm not one. Well, if you're like trying to go somewhere and have like the most fun, no, but I know how to have fun.

Laura: You do. You do.

Shayla: And I have fun the way that I choose to have fun. And I think we all understand that. But yes, the engineering brain just makes you do like this. But we want to figure things out.

Laura: Well, and like today—



Shayla: How does that work?

Laura: Yeah. Here's the deal. So we do need to figure some things out, but I think that there's a whole lot more of trusting our guidance and allowing ourselves to be led, and really tapping more into the feminine attributes I would call. I'm not saying male or female, but the feminine attributes of our guidance, our intuition, remembering that everything we need has been provided for us if we'll allow ourselves to receive, which is what we're designed to do. Right? The act of creation happens in the act of receiving. So, tell me a little bit about— You know, fast forward me a little bit now, Shayla, to you started hosting events, you started really growing your community in a new way of business leadership. What's kind of going on there? Tell me about where you've evolved there.

Shayla: Yeah. Again, as I matured in business, my client matured. I understood everyone wanted to teach the woman how to get to 6 figures or they'll say how to make a million dollars, but there was a space. There was a space—

Laura: Big space. Big space.

Shayla: ...that was not really being touched. And what we thought when we started business having businesses was "Ooh, \$100,000, that's amazing," just to realize it's not enough. And I needed to get women out of the place of just enough. Just enough keeps you in the cycle of running and always chasing. And so, I knew through hosting these events, my clients are maturing. There's more for them. But when I would check back in after they'd finished working with me, my clients are still there. Why have you not been able to get to this next point?

Laura: Right. What was missing there?

Shayla: You've been spinning in circles. And I saw that there was a gap there. And so, I understood with this gap, someone needed to address it because everyone says, "Oh, once you hit this number, it's easy." It may have easy for them.

Laura: Right. Right. Right.

Shayla: But is it really easy? We've never made it before, so we didn't know what to do when we got to that point.

Laura: Sure.



Shayla: A lot of us did not know how to be led beyond this brilliant milestone that was dangled in our faces.

Laura: Right. And there's just like this secret key hiding somewhere.

Shayla: Oh, yeah.

Laura: Right? The keys to the kingdom if you just had this piece or that piece.

Shayla: The keys.

Laura: Right?

Shayla: Yeah.

Laura: Yeah.

Shayla: So like all you need is use that conversation. All you needed.

Laura: The next next is what I call it. You know, it's kind of like "Okay, now I did that one. And now, there's the next next." And really, it's an interesting thing when we come back down, and hunker down, and really look at like you're saying. What are the assets? What are the skills? What are what we call your superpowers that you honed in your time of engineering, that you honed in your time of being a doula, that you honed in your time as a mother? Where are all those skill sets coming together to really create a perfect storm for you to bring this leadership to the world now?

Shayla: It was important, Laura, because what I found is as many of my clients and women that I knew were building, when they got to six figures, they were still sacrificing. And so, in that sacrificing, you build and you're in that energy of work, and doing, and chasing, but there's no joy in it. There's no leadership in it there. Sometimes they're siloed. I'm in the I have to do it all by myself. There's nothing fun about that. You know how we watched the drop-offs. I saw so many people, and I'm sure you've seen it too, people would peak and then they fall off. The peaks are real in our industry.

Laura: Yeah. Well, I think it's also so interesting that there's an ideal of this million dollars is somehow going to make you a different human. I mean, I can tell you that it doesn't. I've been rich. I've been poor. You're still the same person. You get up and pee in the morning. It's a good day you pooped. I mean, just you take yourself wherever you go. So the idea of what's the goal with your business I loved. And I was doing your



questionnaire before we got on the call, and I loved that one of the questions that you asked is "What's your exit strategy?" And I have to tell you, after having sold six companies, most women, when I meet them and have that conversation, one of the answers was "What's an exit strategy?"

Shayla: Yeah.

Laura: I love that. I was like "Okay, I got this one." Yeah. So it's that place of like asking better questions to ourselves, inviting a more elevated conversation. So as you're talking about your clients were maturing, you were maturing, there's an elevation in the conversation.

[0:15:04]

And I think that's one of the things that's appealing about Luxe and your ideal for what you're wanting to bring to women and bring to their businesses. Talk to me a little bit more about what you see as the \$250,000 crisis.

Shayla: So this is what I deem as a scary point. Okay? And I'm saying it's scary because no one's talking about it. This is a surprisingly weird phenomenon that's happening when women get almost to \$250,000 in their business. That's where that rollercoaster ride— It starts happening where I saw people looping. And they're looping because they're missing out on three key pillars in their business. And let's dial it back just a little bit more. When we're looking at women when they reach \$250,000, only 6.2% of women entrepreneurs get to that point in their business.

Laura: Wow.

Shayla: Okay? And 1.9% of women entrepreneurs get to a million dollars.

Laura: Interesting.

Shayla: So if we're at 6.2%, you've already surpassed a phenomenal amount of women.

Laura: Right. Right. Yeah.

Shayla: And then you are thinking "I'm doing something wrong." So, think about this. If only 6.2% of women are getting to this point, there's no wonder that we don't have enough people that are supporting women at this stage in their business.



- Laura: 100%. Like having that conversation. Having the leadership. Having the mentorship. Having the availability of what are those resources should you choose to move forward? And you know, in our world, I'm a big fan of, depending on what somebody's business model is or what their industry is, who says that's not enough?
- Shayla: Who?
- Laura: I mean, really, if you can get a highly profitable business, a quarter of a million dollars, most places in the world, you can live very, very well. Right? There's no shame in that.
- Shayla: Yeah. Not everyone wants to be a millionaire, right?
- Laura: Yeah. Right? It's the conversation of, yes, it will be great when you decide to scale and build teams because you can impact more people, but it's a life well lived. If it's something that's in your journey and your path, I think that's the place. I wanna see more women not feel guilty about where they are. So if they're at \$60,000 a year, and they desire to get to that 250, and they feel like that's the next mile marker, let's help them get there. If they're at 250 and they say, "You know what, this is great, but I'd like to reach more people, I'd like to build a business, not a self-employed position, and I'd like to see what that looks like at half a million," that's where I love that sweet spot that you're in. Like getting them to that place where the systems are in place because the systems that help someone thrive at 500,000 will really support them at a million dollars.
- Shayla: Absolutely.
- Laura: Right? So, that's the systems. And then they can decide what's next for them. If they decide this is good, great. But if they decide to move on, they have the infrastructure and the foundations. And I think that's what I really— when I saw your pillars and I saw what you're teaching at your event, I said, you know, this is the right playground for me. I believe that all really truly successful owner, independent operations require systems that—
- Shayla: You have to have systems.
- Laura: Yeah, you have to have systems. Yeah.
- Shayla: It's like the thing you run away from is the thing you probably need.



Laura: Right.

Shayla: Okay?

Laura: Yeah. And make it sexy.

Shayla: Stop resisting.

Laura: Make it fun. Yeah. Make it fun.

Shayla: Make it fun.

Laura: And I think it's gonna be fun with you in Scottsdale. So, tell us a little bit more about what this event is about. What do you see happening? Let me ask a better question 'cause I think all business models— Again, I try to reduce things to ridiculous in my own way so I can remember. Who is it that this is a great event for? What are they struggling with and what can they expect to experience in coming to spend the weekend with you and I?

Shayla: Yeah. So I love to call my core group of women. They're early 6-figure women entrepreneurs. You are usually generating between \$100,000, sometimes up to 500, because you still can have the hiccups there. And many times, you are still solopreneur or you have a very limited team, but you're not leading the way that you need to lead. Therefore, you're unable to scale. You are having a crisis potentially when it comes to the sales being consistent. Your month to month is not projectable. It's a hopeful month and the next hopeful month versus I'm looking at my best month and my next best month. And more than anything, you need a different way of thinking about your business. What worked for you to get to 100,000 may be a little outdated now. And you need a different strategy. And strategies don't have to be huge.

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This is not a big formula. You need your custom strategy that can work in your business for the goal that you have for your business. And we want to have this in an intimate space. Like I love small groups of—

Laura: Me too.

Shayla: ...women entrepreneurs that can come together. Not only are they learning from the people that may be presenting, but you can learn from each other in this room.



Laura: I love that.

Shayla: You can connect, and collaborate, and make an impact together with the other women in the room. And sometimes you need a room that's built for you. Okay?

Laura: Amen. Amen.

Shayla: Let's just tell this truth.

Laura: Yeah. That's a quotable for sure. Yeah, 100%. I think that the piece that I'm really attracted to in your work, Shayla, that I wanna highlight here is the intimacy and the power of an intimate environment for women specifically. So, you know, there's way too much conversation about the comparison game and what somebody else is doing. When you are invited into an intimate environment where it's safe and secure, and you are in an environment that's created specifically for you, right, it's the right environment for you, it's the place that I think we can disconnect from all of the day-to-day things that pull us away, all the distractions, and really reconnect to our vision, our mission, our purpose, what my friend Tracy Trottenberg calls our God work. We really can get reconnected to our why. And in that space, everything is possible. That's where I feel like the limits come off. But it doesn't come off when we're just in day-to-day operations with our blinders on trying to get by with the get by. Yeah?

Shayla: Yeah. And I think it's really big, Laura, like where you're saying this safe space. In the space when you are disconnecting from everything you're being fed day to day,—

Laura: Yeah, yummy.

Shayla: ...you think on such a level. You get to start dreaming at a level that's just higher than you can even imagine, but it's no longer a dream. It's something that's actionable. It's something that you can actually do. You can walk away and say I know exactly what my next steps are.

Laura: Yeah. And you're witnessed, right?

Shayla: You're witnessed, yes.

Laura: Like someone's witnessing it, right?

Shayla: Yes.



Laura: That's a power. I was thinking about this in church the other day. It's interesting, the power of being witnessed. And most of us, unless we have a larger organization with a lot of team members that are also really passionate about the vision, a lot of us as founders and as leaders are carrying the torch. So who's witnessing us? And so, to be with fellow leaders in a room to really be reflective and acknowledged for the journey is a powerful gift.

Shayla: I heard someone say the other day, you know, they were telling a story, but the biggest thing that I took away from it was anticipate the shift. You go into that room knowing the shift is going to happen.

Laura: Yes. Yeah. That's good.

Shayla: You are anticipating. You're sitting there. You're in waiting. You know it's gonna happen. You're not going in with your defenses up. You're not going and saying, "Oh, I know everything. Who are these people?" You know exactly who's gonna be in this room.

Laura: Nice.

Shayla: You're anticipating the shift. The work's already done.

Laura: Yeah. Beautiful. So if someone wants to join us, right, 'cause I will be with you, we're September 14th, 15th, 16th in Scottsdale, Arizona, there's an application process because it's not just for everyone to come, right? And I'm not trying to ever be— Our goal is to always create an exclusive, really unique, special environment for women and not ever be exclusionary. But if it's not the right time, often that's okay too. It may be something that's really up for you next year.

But if you know that you've been desiring this feeling of being in like-minded community, of being supported by other women who really get where you are and where you're going, and you're curious about what's possible, you're curious and you're able to— I just get a visual of that leaning into receiving that next level of greatness in your life and your business, I would encourage you to come and play with us. And so, we'll put the link in this. This is probably gonna go in our email and also to our Facebook group.

We'll put the link for registration. Let me just put you on the spot here a little bit. You said that for our community, 'cause I'm coming there and we are having an opportunity to support you with your new foundation,



which I'm excited to talk more about with you in our next call, how will they get connected with you? Tell us a little bit about the investment and what's available for them as part of the limitless women community.

Shayla: Absolutely. So on the website, the investment for this 3 days, including your lunches, and your Luxe swag bag, and your soiree, it's \$2,500. But because you're a part of this limitless community, you are one of our special guests, you're able to apply and attend for an investment of \$997. And I would be honored to have you attend and be a part of this because I know it's gonna be amazing.

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And if we have Laura there, we know it's gonna be great.

Laura: Oh, so great.

Shayla: It will be limitless.

Laura: Yeah. Thank you so much. I'm really honored. I'm honored that you invited me to come speak, that I get a chance to meet some of your community members. And I'll just say kind of as an extra bonus, anybody who's interested in coming and spending some time one-on-one with me, I would love the opportunity to love on you. We've got our curriculum. We've got things going on, but any of my girlfriends, I've been reaching out personally to a few girlfriends I feel like are a good match, you know, that want to spend some time communing and really masterminding, it's quite an investment to come to work with me privately these days.

And I don't have a lot of space in my calendar, but I'm gonna be there personally for 3 days, and I would love to work with you privately and just support you in getting the most out of this experience. I'm coming out of a bit of a sabbatical. I feel like I'm taking my **Crystalix** off, and taking my back brace off, and getting out in the world again with my little baby wings, but I think it's a gift to give to yourself to really open up to the possibility of what this next season is for you. And this is the right room for you if you're ready to expand. And I just can't wait to be with you.

Shayla: I love it. I love it.

Laura: Yeah. Thank you. Thank you. Thank you. All right, my dear. Well, we'll put the details here. I so appreciate you squeezing in this time. I know there's a lot on your schedule right now getting ready for the event. And I'm excited to be with you.



Shayla: See you there.

Laura: Okay. All right. Sounds good, my dear.

[0:26:36] End of Audio