

# 2022\_10\_13 LYL Getting It Out There - audio

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## SUMMARY KEYWORDS

stage, people, carly, leverage, clients, person, vision, activities, company, vip, marie, grow, hear, yvonne, actions, work, strategically, create, order, strategic

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00:00

Welcome, welcome, everybody Today is October the 13th 2022. And today we are talking about getting it out there. And I know for some of you there was a zoom, Diane was telling me there was a zoom link issue. So hopefully you got the note in Slack to tell you have to get here. If not, you're listening to my voice and the recording afterwards. And thank you, Dan, for letting us know about that. And so, super excited about today's call getting it out there, you can think of it as kind of like a sneak preview about stage three for some of you. And for some of you it's going to be you're on the court doing those stage three actions. So what it is what matters and with that sneak preview is going to help you take the actions if you're when you're working on stage one and stage two, so that your your auctions are effective. And you're



00:50

and it's just a lot more fun when we're doing the things that really move the needle. Right. So and also we're right in between the challenge and, and story freedom. So it's a perfect time to be talking about those stage three activities. So let's begin. I know Carly, you've got something to share, but I'm like, let me see do we do that first, let's start you can hear me bouncing off the ceiling. I am really excited about this call. So let's get me grounded. Let's get you guys grounded too.



01:18

And I'm in my bouncy Poppy mode today. So let's get us grounded by show of Austin so you can either do shavasana or a seated meditation. I love to begin this way and again often is a currently you're already there camera is to just camera off. And if you're listening to the recording as well just go to make sure you go to a place where you can be at ease undisturbed, she can take these few moments to few minutes to go inward.



01:46

So if you're seated, sit with a spine erect, eyes closed, legs and arms uncrossed if you're doing show Boston lie down in a comfortable place where your low back is comfortable. Your chin is lower than the forehead and we're in a place where you're not bumping into stuff so that the

arms the legs can be relaxed released. If I were lying down here, the curtain beside me my arm would be bumping into it, I'd move further away so that I am not contracting I'm expanding instead into the space we're in the practice is a metaphor. When we allow ourselves to expand in space, we allow ourselves to expand in our lives and our companies as well.



02:31

So arms about 30 degrees away from the body legs a comfortable distance apart, softly close your eyes and then make any adjustments here you need to be comfortable.



02:44

So adjusting



02:46

the head and neck



02:48

adjusting placing your legs up on a bolster or your



02:55

calves up on a chair if you need that to release low back



02:59

placing support beneath head and neck if you need it folded blanket or a pillow



03:11

and then when you are comfortable to comfort and find stillness



03:18

when the body is moving, it keeps the mind busy. When the mind is busy, it makes them the body wants to adjust and adjust. So we use that little bit of Will



03:31

you know here's a great place to use our will just a little bit of willpower not just focused intentionality better word to



03:43

remain still.



03:46

And as the body remains still over the next couple of minutes the mind starts to come quiet as well.



03:56

In this quiet and still place, let the whole body release to the earth. Just let go.



04:05

Let go of whatever came before.



04:09

Let go of



04:12

any



04:14

thoughts that are pulling you elsewhere.



04:17

Let go of your to do list. Let go of what other people are doing.



04:24

Let go of past actions future intentions just be here.



04:30

Letting the whole body release



04:42

relax the legs.



04:45

Relax the torso.



04:50

relax the arms and shoulders.



04:57

Soften the collarbones



05:00

soften the throat



05:04

and wax the back of the neck.



05:08

Relax the skin of the scalp



05:13

the forehead be soft and smooth this butter




05:23

let go of any expression any face that you we meet the world with a certain expression. Let go of the face that you hold for meeting people in public it's not needed hear iust that those


of the face that you hold for meeting people in public it's not needed here just that those muscles released in the face

 05:43

let go of any face you hold for your family

 05:48

saw the tiny muscles release when we do that. No need for that face here.

 05:57

Let's go over the face hold for public relations.

 06:03

Public and world affairs let that go

 06:09

that all the tiny muscles of the face go.

 06:13

Relax relaxer cheeks and jaw.

 06:17

The tongue rests gently in the bottom of the mouth.

 06:22

Teeth slightly parted.

 06:24

Lips touching not touching, barely touching.

 06:27



06:32

Now watch the breath



06:44

feel the ease of this breath in this moment. Here are now



06:55

no other thoughts but the breath thoughts arise when they start to arise. Let them go not needed right now. Just this moment of this breath



07:29

with each exhalation



07:33

letting go of expectations, letting go of desires.



07:42

Letting go of this breath



07:46

not needing there to be anything else.



07:51

Deeply with each exhalation letting go.




08:13


than letting go of as easily as you came in. Not holding on.





08:19


begins with a thought that soon you will move.

 08:25  
Start to move in any way that's comfortable to you

 08:35  
bend the knees give yourself a big hug.


 08:39  
Working gently from side to side to massage the lower back.


 08:46  
Softly open the eyes. gaze toward the ceiling. Soft eyes


 08:53  
pulling the light in simply because the eyes are open the light reaches the eyes no strain no effort.

 09:03  
Just receiving.

 09:08  
And then rolling over to your right side. Support your head with your right arm and wait.

 09:14  
Just be

 09:22  
keep the gaze toward the floor.

 09:25  
Keep the head and neck soft.



09:29

Use your hands to press yourself up to sitting being that same quiet energy returned to our virtual circle camera on whenever possible.



09:40

The trains that one pointed attention. It lets us connect with each other.



09:46

It stops all the distractions so we can be present in this moment. The way we want it to be for all our company every moment in it and for our lives. Present



10:11

Yay. Welcome back, Carly. welcome back. Dan, welcome Marie.



10:17

I speak you through it, but it I experience it to such a beautiful practice



10:25

every single time, something similar in its relaxation and profound calming effects. And each time new because it's this practice. I'd love to hear from each of you if possible. One thing that you loved in this practice today



10:45

who would like to begin?



10:47

I see reaching first



10:54

what was more awareness. So when you would mentioned relaxing your scalp that just felt so good and then relaxing the most I could feel tension on my jaw.





11:07

And then there was like a big sigh



11:10

feels good.



11:12

So good. I love that. And awareness of just the even one place tension in the jaw and we hold tension in ways we don't even know it's leaking energy throughout our day. A few minutes and show Vossen. We become aware. And



11:29

it actually physiologically it changes us it changes our bodies. By that action, it changes our levels of energy, it changes our focused intentionality. And even it changes our heart rate we launch of Austin from three years of having a Fitbit.



11:47

Get curious. And sometimes I break my show Vossen to check, it actually changes our heart rate. And I'm convinced that, you know, I told my doctor the other day what my resting heart rate is Fitbit checked. And she's like, really, that's really good.



12:03

And I'm convinced a deep part of it is just repeated practice of Shabbat, some practice of Shabbat, some letting go letting go, it actually changes our body. So that tension in the jaw, release it completely different results in our bodies in ourselves, in the way we interact and how we experience our day. Thank you, Diane, beautiful. Let's hear what you loved Carly Marie, I'd love to hear from each of you. We can do that today. Yep, currently.



12:30

Interesting. You say that physiological change because the first time we did Boston, I noticed that and I didn't realize how



12:39



I don't know if it was blood pressure back then or what but just kind of how much energy I had going on and then stopping in the day. Today, what I really loved was



12:51

relaxing my face and how you had talked about the different faces that we hold.



12:57

I hadn't really thought about that before. And that really brought a great awareness for me. Isn't it amazing? And words are so powerful that I the first time that I experienced that. I still remember and I've done this many, many times. I don't bring this in very often here. So thank you for underlining that, Carly. We don't even know we're holding that face. And those all those tiny muscles like contracting and needing to be somebody for somebody else.



13:28

And that simple act again, we stopped that leak of energy, we become aware of what's even going on. And then more of us big self who we really are showing up in every single place from that one simple act. Thank you, Carly. Beautiful, yes, Marie.



13:50

Well, I just came from a massage and entered here. And



13:57

it just felt like the perfect way to go from one kind of relaxed state to another. With great practices back to back so beautiful. And



14:12

the ways we hold tension throughout our body, we release in say a massage. There's different ways to release and we release in Shavasana. And what I love is the way it works the other way around. I don't think I've ever said this, but your comment brings us to mind memory when we can quiet the mind and shove awesome. Every other activity including massage gets enhanced.



14:37

Have you ever been to massage or related practice but your mind is so busy that you weren't even really there? So you didn't experience it?



14:46

Yeah, I'm seeing nods around the room. Right. So the practice itself helps us deepen all those other practices that serve and support us. Beautiful anything else we're wanting to be said about this practice today. It's been a while



15:00

Since we've had a chance to do this together, we've been doing other things. So, really enjoying this time together here, in this way.



15:07

Okay, so let me see, oh, when these



15:13

are the recording, because you're asking me about something. I know there's been that one and a bunch of other wins too. So, love to hear some wins. And with a shout out to Carly first, because I know you're really brimming with them lately. Yes, I really, really excited. We just had a meeting, we were invited to yesterday to prepare a proposal for some early concepts for a high rise residential tower



15:41

in Las Vegas. So really, really excited about that. This is It's been a long time since I've worked on one but I back before the recession I had I had done so many concepts like this, like they became very second nature. And so I've I've just pumped I'm so excited right now. It's so great, Carly and you said before the recession so the last time you did one of these was when a quick concept like like what their design studies was yeah, probably like



16:14

I mean, I did a couple I would say like 2012 2014 kind of time range but I did like almost two dozen all at once in a concentrated time period before the recession so like 2007 around there. Wow. So how beautiful yes after that and a really beautiful and big project and I know you've got other wins too that you've been sharing with me and remember to like so remember to but wow shout it from the rooftops share it in Slack there's you know we've got lots of wonderful places to you know, get on connection calls for you Carla for everybody. When when I didn't know Carly for as time you know, allows for you right? But



16:55

it's so great even just to spend a sentence sharing it, owning it like she Vossen. It brings us

it's so great even just to spend a sentence, sharing it. Owning it like she vossen. It brings us energy it makes us notice what's actually happening and that's a life better lived in a day better lived in a moment better lived right? So your face is just glowing Carly's you're saying this is beautiful. Like some people afterwards are only seeing me when I'm talking. Right. So

 17:19

it's my favorite building time. So I'm already like working on it in my head. So good. Thank you. I'd love to hear a couple of wins. And again, because we have the opportunity to do this. I'd love to hear from you, Diane and from the Marine for those listening afterwards in the recording. Jonathan Annamaria a shout out to you guys. I know you let me know you'd be listening afterwards. Pause and share your wins and go and share them in Slack. You can do it in real time as you're listening to the recording. So Dan Murray, I'd love to hear from both of you.

 17:45

Sure. I have a big one two,

 17:48

young woman in Saskatchewan. So the next province over and her horse were referred to me so I've been doing distance Reiki with the two of them for the

 18:01

Oh, so beautiful. Not just her but her horse your horse too. Yeah.

 18:09

Oh my goodness, I love it. I can see it already. Like if all these images came up in my mind and the centeredness and the calmness and the ease and the connection between them and wow congratulations so so so happy for you thank you for sharing that. And again Can we share in Slack be on connection calls shout it from the rooftops to the dream enablers don't tell the dream stealers. And this is a room of dream enablers like shout it out here and your shout out and other communities that you're into but only the dream enablers are fantastic. Thank you, Marie.

 18:44

Right now I'm doing a marketing campaign. And I have a lot of people signing up for my free Facebook Live series I'll be doing later in October. And in order to do that people have to join Marie's writing Oasis which is my private Facebook group and membership there is up to 177 members with more joining it so



19:10

yeah, and then part of that as I also did a website revision this past year and more people are going to the website because of this promotion and so people are downloading my free gifts. And I've got folks that are signing up for a free discovery session who aren't necessarily signing up for the for foundation so there's a lot more activity going on that I think is all connected to some of the choices I made earlier in the year. So yeah



19:40

hurry so beautiful. I love all the wins in this room. You know when we're here together, it's a moving sidewalk like things just happen things just happen. It's so so good. So thank you for sharing. I love it and and I'm glad that also it's really exciting that we it just so happened we ended with your wins Marie because this is a perfect leaping off



20:00

point four, for what we're talking about today, which is getting out there. And we can we get out there in all kinds of ways. But what I wanted to focus on today is, as I mentioned a little bit earlier as a kind of sneak preview for some of you about stage three, and for some of you, stage three work is in full force. And, and I want to share with you things that man, I wish that I'd understood these when I left university teaching university in 2007, it took me a long time before I really understood all this is how the pieces fit together. So I wish somebody had given me what I may I find the words to say what I want to share with you today. And we've done some work in other forms before we had the love your life.



20:47

Structure and love your life, love your business, that like you know, a marketing story, that kind of thing. We've done different workshops before, but I've never presented this material in this way before. And so I hope and trust that it will serve you. And if you list like when you are present, and I know you are in your listening, this can this, this material could shave off three months, six months a year, sometimes we can go off off into the into the bushes for a couple of years, some entrepreneurs go there forever. And it can save us from that. And have us making really strategic choices when you hear the things that you know that are here on my page that we want to embody and actually make real today in our call today. So that's why I was like jumping out of my seat today. We've not done this in this way ever before. So



21:41

let me see. Just before that, I want to get to a couple of announcements. And some let me see, do we want to go there?



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 21:52

Just just just one announcement. And this I was just talking to a couple of team members this morning and realized, Oh, my goodness, we have

 22:02

a deadline coming up for you guys.

 22:06

October 21. So if you are planning to come to story freedom, and this is a bonus for all of you. It's not a part of the program. But of course, we want you there.

 22:18

It's not officially part of the program. But also absolutely we want you there. The deadline is October 21. If you want to come as a VIP, and I strongly suggest you come as a VIP we've created, you know, access to recordings,

 22:35

priority

 22:37

access to the laser eye coaching sessions, and also for the very first time, we have our story freedom. It's a beautiful, beautiful box that we've created. We've taken weeks and weeks, months now to create this for our participants. And so we have a special link for you. And let me put it, I think I can call

 22:57

me multitasking. Cutting and Pasting is kind of funny, but let me go. I think I can do this.

 23:06

Because Marie, I don't think I put this in front of you. So give me a second here. Where is my link? There it is.

 23:14

And.



23:16

and then I'm going to click on it to make sure that I've given you the right link. Right. So



23:21

here it is. It is story freedom live.com forward slash forward slash forward



23:29

slash special VIP. And yeah, so I'll show you what it looks like I do want to share my page, just so that we're all on the same page, literally. So it looks like this, you can all see my page.



23:44

Okay, good. So and you see at the top, it has this banner, welcome special friends and colleagues. So do not go to destroy freedom live.com Because that's where right now we're selling the VIP seats for thing as \$500 for 97. us so don't go to that one. Go to this one, it says reserved my special VIP space, right. And so this is the link for you. This is also the link for you can you can bring one friend because this is a real, you know, heart cost. We're sending out these boxes that have lovingly been created, that are going to have surprises all throughout the event that you're going to get to open and just experience the event in a different way than ever, ever before. So you can invite one friend through this special link. And when you click on reserved my VIP ticket, hopefully this is what happens. Let me see. Yes. So there is a \$97 No, I know it's like a no show deposit. All right. So we're asking for that deposit from you guys this time. We've usually only done that for we used to do that all the time for live events, but not virtual events. The reason we're doing that for the virtual events is that the box is designed to go with the event itself. It's not really meaningful without the event.



25:00

And so if you know that you are getting married that weekend.



25:05

And also it is your



25:09

Father's 95th or 100th birthday or grandfather's and everybody, you know, 400 people are gathered. And those are the kinds of reasons to not come other than that guy, right. But if you're not going to be there. we don't want that physical resource to go to No. no reason. And

so with that \$97 No Show deposit, we know that you're coming. And and you get it back when you come to the event. Alright, so it's that's an integrity, actually being there participating at the event, then we send that back to you after the events, if that makes sense. So there's there's a deposit, you get back and the box alone is worth \$150. So but that way, we can also have an accurate headcount. We know who's actually coming. And, and then, also, Carly, I think we were talking about this, we were texting about this the other day, Oh, who am I gonna bring this up? So who do I want to bring for that one special ticket, you can invite other friends through the regular link, the VIP is going for \$500. Right now, the general tickets, I think that we've got them at 300. And if you have other friends to come, you know, you can talk to us about it. But we know that there's one person in your life that you know, should have access to this. And so that's our, I mean, again, there's hard costs associated with that. That's our gift to you, to them for being on this partnership and on this journey together. Does that make sense? So that's a link for you, and a link to share with one, one special guest somebody that you know, could really benefit from this work and that you would love to have on the journey with you. No questions about that clear.

 26:40

Alright, fantastic.

 26:43

Let me see anything else? Oh, yeah. And the deadline of October 21st. That's so that we can ship the box to you. So that it arrives before story freedom, we need that advance time, right. So please make sure you do so. Before October on or before October 21.

 27:00

Alright, that's it for announcements. getting it out there. Oh, actually, Vaughn. It's really fun. I just said that's it for announcements. Hey, Vaughn. getting it out there. So what today's all about? So, again, we're between the the influencer story challenge and story freedom. And

 27:20

this is a great time to be thinking about how do we get things out there in a bigger way, because we're doing some of the activities right now in our company that allow us to leverage and scale. And so it's a great time to be talking about those activities and how they work to you. Again, sneak preview of stage three. And by the way, I would love to hear if anybody has something that they want to share about influencer story, either they've been there before, or they've got something that they want to share from this influencer story. There were so many Oz, so many breakthroughs. It was just, you know, it was our we've done it four times. I know that was our very best ever. It was a lot of fun. Anything anybody wants to share about influencer story? And uh huh. Yeah, Marie. Thank you. Well, one of the things I was struck with, but was the level of engagement among everybody that was there in the session, so that the commenting and the support and the responding to me was like nothing I've ever seen on one of your Facebook Lives before. Yeah, great. Was that great is so so exciting. People engage



people responding, we're getting so many messages to you know, this is life changing, this changes everything for me. And, you know, you want to give your best right from the outset. Right. But then you have structures that allow for your company to grow. It's not kind of endless coffee clutches or whatever. And stage three is all about leveraging and scaling. And you know, we are on cooking, we want to share with you that the things that we're doing so thank you for that Marie beautiful, anything else wanting to be shared about influencer story, just a moment on that? Anything else?

 28:51

And I want to add to that team, right? Like this was our fourth time doing it. And the very first time, I remember some of the comments right at the end going like this, and people who were saying, this is the best community I've ever been in. And this is just like typing on a screen.

 29:05

It's just so excited. And then for you to say that Maria, but this time around, because every time we're learning and we're growing, it's going deeper, more engagement and even more lives, you know, more more lives change more deeply, and just amazing, amazing souls that are so super, super fun. Thank you, Marie. Love it. Alright.

 29:28

So, stage three,

 29:32

preview, roadmap for growth. Alright, so there are nine things I think it is, was it eight or nine things?

 29:41

Eight things I want to teach you a kind of sneak preview about stage three or the leaping off point for Stage Three for some are some we've already been doing some stage three activities. And how do we think about stage three? The stage three version of getting it out there. So

 30:00

Stage One quick review. It's a quantum leap to create your future story. It's about the vision, if we don't know where we're going, how are we ever going to get there? And you know, so we've given you some great resources in detail resources, trainings, and handouts, and all kinds of things to create that vision. And if you miss the q&a call, Tuesday, oh, my goodness, great, deep dive into Anna Maria's vision. She's She, you, many of you saw the work that we did with her vision at the vision retreat. And then she's next level did and we dove in with what's the

next level the next level on Tuesday. So if you want more on stage one, that the q&a call Tuesday was amazing. So that's Tuesday, if you guys are listening later, Tuesday, October 11, we did that call.

 30:52

So stage one Dision stage to step into your big self with sales and offers, I've got this vision, well, I'm just going to sit on it for three years, and then the vision doesn't feel good.

 31:04

Vision is designed to go hand in hand with stage two, which is action. And many people take I did when I first left university in 2007, I took all the wrong actions. First, I'm glad I'm glad I really appreciate my mentors. I'm really glad that for every piece that I did, but I wish that there was somebody there telling me what to do and in what order and how to make it so much easier. And that's what I want for you. So in stage two, we go straight, you already have such gifts, you know the vision of how you want to serve. Now you go out there and have conversations with people and serve them. And we're hearing from each of you with your wings about the ways that you're serving people now. It's really, really cool, right? So stage two, and we bump into ourselves when we do that we bump into ourselves when we're creating the vision. And we bumped into ourselves. And when we're out there on the court vision, I can't dream that big. I used to dream big, but then something happened or all that all those editors. And that's part of the journey. That's okay. How do I feel when I get out of bed? Why do I love the thing that I'm doing? And so on? Right? So we bump into it, we move through it? And that's how we grow into that big self and then we bump into it stage two on the court. Yeah, but I can't talk to that person. Yeah, but you know, do I know enough? Yeah, but yeah, but yeah, but yeah, but and then we just walk our feet over to that person. Or we pick up the phone, or we send that note, you know, Facebook note, stay in close, like, you know, diving in a person with two eyes and nose and a mouth, net, most mouth, real people.

 32:44

And we go, and we make the offer of \$5,000. And up for some of you, that's \$5,000. For some of you, it's like no, it's 10 times or, you know, 50 times that much, or whatever it is. But it's \$5,000. And up because what you do has such deep value.

 33:00

And you're meant to be working with people who can hear it and whose lives are transformed by that thing you do. So there's a whirlwind tour reminder, because we haven't talked about those altogether in quite some time, where we are in stage one, where we are in stage two, why that's the journey, why you know why those are the foundations and why they go in that order. And it's not, I complete stage one for three years. And then I move on to stage two, I'm working them simultaneously with stage one and stage two.

 33:28

I don't wait till my vision is perfected for five years. I get it done. I good enough. And then I'm when I'm out there on the court, Mary Kay was talking about this very eloquently on Monday or Tuesday in the q&a call it those the things I'm learning out there on the court get fed back into the vision and my vision grows from what I'm experiencing out there on the court. And vice versa, you know, the vision grows, I by what I'm doing what I'm doing grows the vision clearer in stage one and stage two, that that kind of review of where we've where we are in those stages. So then, as we are doing that with stage one and stage two, this is how it goes then you start working with more and more people. More and more people come to you. You're having conversations, some of those people are stepping in not all of them, we let we let it go about the nose because that's our route to the yeses, right? And then your calendar starts to fill up.

 34:25

And when we are thinking non strategically about our companies, we just add more and more and more people and then we a lot of people that's how their business, how they ended up not loving their businesses. It's like, well, I'm meeting with whatever the number is for you 40 clients a week or 10 clients a week or even maybe it's one even depending on the kind of work that you do, right?

 34:47

Or 50 every day or whatever it is. I'm like I'm maxed out. I'm out of time. So that's what growth gives us. And if we continued to do all the same activities as stage two, we would max out if that makes sense.

 35:00

See, raise your hand and getting that, yeah, hands around the room. So we want to grow. And stage two allows us to grow and grow really quickly. But then from that time, we want to scale we want to leverage so that as we as we don't want to use the word grow now because you know, as we increase as we expand our companies, we do it strategically, so that every person that we're serving, every person that we add, actually gives us time Act makes our life easier, makes it more fun. And I know that you know this for yourself or others, you've seen that the more people they have, the the harder it gets, we have that mentality, right? Like, gotta work hard to grow. And that kind of thing. If you've seen that out there, raise your hands like, well, I'm maxed out, right, yeah, lots of hands and nods. Thank you. That's why we have stage three. So

 35:53

I want to tell you, you know, what it is, why it matters how to do it. Some examples, some mistakes that people make. And then I'll open it up to questions. I remember we've got office hours tomorrow morning, where we can continue the discussion, right. And we'll we're going to take a deeper again, on next week's call to



36:16

help you actually see which pieces of that are appropriate for you at this stage and what this means for you in stage one and stage two, for example. Right. So we'll continue to the discussion next week. And also our a super treat, and it should be on our calendar, I believe it is.



36:33

In 12 days.



36:38

We have on the calendar.



36:42

A chance for you for the very first time to access Amy's brain and heart and mind and spirit. I've been wanting to bring Amy's wisdom to the campus for over two years. haven't done it yet. I mean, she's behind the scenes. But this woman is a powerhouse of wisdom and knowledge and understanding. I know you know that magic of Maria, the magic of Yvonne. But Amy is just like a powerhouse. And so she's going to be teaching you some of the behind the scenes pieces of



37:12

how that works to scale and leverage in our companies. Right. So lots of great, great stuff coming up for you this month. So any questions so far? That's my umbrella, 8000 foot view about what today and this month really is about? For you. Any questions about that? Was that clear?



37:31

In the what and the why? Okay, good. Good. All right. So



37:37

and most dangerous words in the English language. For most, I already know that some pieces of this you may have heard before. But if we're not actually doing it, if we're not actually implementing it, if we haven't actually mastered it, we don't know it yet.





37:52

And sometimes if we think we think we know it, but we haven't, there's that deeper level of it. Or



38:00

we actually haven't heard it before. We've heard the words, but we actually still don't know, the deep level what it means. Yvonne, I think of you often in this as well. It was like the fourth time that I get the high ticket virtual retreat in different arena, right? About sales like, oh, that's what you're saying.



38:19

So be open to listening. Because this again, I wish that somebody had told me this in 2007, it would have saved me years 10s of 1000s of dollars. I'd like what we're doing just today and this month.



38:35

You want to just slow learner up.



38:39

There's an editor and I know you're being playful about it.



38:42

Just being playful about it. Sometimes we think that but it's actually that level of it. Oh, that oh, that's what that means.



38:51

Thanks, Yvonne. All right. So eight things to tell teach you about this, the very first thing



38:58

in our companies always, we want to do the right things



39:04

at the right time, in the right order.

 39:09

That's why we've created the stages and curly of all people knows the most deeply how much we wanted this free. Was it three years ago, Carly, we were working on building this at least three years ago, right? And so

 39:23

that's why we it took such love and attention to figure out well, what exactly are the stages? How do you How can we explain this to you in ways that you get it and we want to do so that's why we've got the stages for us like that thing and then that thing and then that thing, and in every area of your company, you always want to be doing the right things at the right time in the right order. And if we miss any of those, we can be doing the right things in the right order, but not at the right time. We miss everything. We miss any one of these. We miss it. And we can waste months or years or actually never even get there if we miss the right thing in the right time in the right order. Let me give you

 40:00

examples of where many, many, many entrepreneurs fall on this.

 40:05

And it's not that there isn't a different way to do it, you can go find an exception of there's like, look, that person did it that way. But I want to show you the easy way to do things. It's not that like you can.

 40:18

I don't know, you can bake bread, starting by buying an acre of land

 40:26

and planting the wheat.

 40:29

It's not that it can't happen. Or if you really want to bake bread, you could get the football by the flower, have somebody make it for you, you know what I mean? Like, yes, you could get that way. But why not do it the easy way?

 40:43

So, yes, you could find exceptions to this. But like, let me save you some time and energy and effort. Right things at the right time in the right order. Many, many entrepreneurs make this mistake. They start with the marketing I did.

 40:58

That's what people told me to do. And D 1007. They start with a marketing. And then they go to sales. I built my website, I created the logo, because that's what my teachers and bless them, they were teaching me the best thing I knew how to do. I would love to go back and I don't know what they're doing right now. But I'd love to go back and go listen, I want to save you some time and effort, right?

 41:17

So all that effort in marketing

 41:21

first and then sales, it's backwards. And most I would say even most entrepreneurs make that mistake, the vast majority even sales deep nods from Yvonne you gotta you know, you get it sales first, then marketing the right things at the right time in the right order. There's one example. Second, because we mark it, we you know, Hey, everybody, here's my website. Here's what I do. But I haven't talked to one person yet.

 41:46

And no one person is saying yes, how am I going to reach all those people, if I can't talk to one person yet in a sales conversation. And a great example of this marketing one of my mentors, her dear friend was on one of the big big networks, I can't remember who interviewed her it was like an Oprah like person, an audience of a million people. And our business grew zero because of it. Great marketing effort. Zero clients is such a case you dangling like, Oh, it's a great example. Like it don't that's a don't do right. So sale first, then marketing. Another example of this. And if you've been around at all, you know that this is me and what I deeply, deeply teach right? High Ticket, then low ticket. Most entrepreneurs make this mistake as well. I'm a beginner, I'm just starting, I'm not sure of myself, I'm not in my big self, I'm going to sell a widget for 97 cents for the next three years. And all the headaches are in the front end and call that the front end. And all the rewards are in the back end working with amazing high ticket clients. And we burn out and many companies we know that the stats aren't great with entrepreneurs because these two mistakes alone kill many businesses, right?

 43:04

i We burn out with the widgets, sales first, then marketing, high ticket, then low ticket. And one of the biggest mistakes that entrepreneurs make is stepping into the marketing too soon.

That's why I'm calling this a sneak preview into stage three. For some of you this when you know where you're headed, you may take different actions today. But you won't be doing the stage three actions yet. Some of you are already doing Stage Three actions and that's appropriate. And before we didn't have the stages as clearly delineated for you if you came before the Love Your Life Community. And so you may be doing a bit of stage one to stage two to stage three. But if you if that is you go back and complete stage one and two.

 43:44

Then move on to stage three. If you're already doing some stage three activities, you're out there speaking so it's okay. You can continue to do those. But where your energy needs to lie is in stage one stage two biggest mistake stepping out into marketing too soon. I built my website, it took me nine months of labor of love in 2008. I spent 10s of 1000s of dollars in coaching and creating a logo and so on in the end, the website brought me zero clients. My company was growing and it started growing quickly. But it had nothing to do with the activities that I was being told to do is like saving. These are good things to do building website, fantastic thing, creating a logo, fantastic thing, but right things at the right time in the right order for business, even a book, create a book out of love it because you want to write a book for a business. In terms of a business perspective. If you're creating it for your business, make sure you have the audience first, and then create the book if it's if the book is for the purpose of your business. A book from a pure business perspective is an amazing business card. It's an amazing, amazing way to meet people. But in terms of putting things the right things at the right time in the right order. If it's for business, it goes in a different part of the sequence. So a lot of people

 45:00

Well, they create their website, then they write their book, then they

 45:04

do Facebook ads, and then they, and the business doesn't grow at all. Because there's no back end, there's no sales, right? There's nothing to, for it to go to. So.

 45:17

And, you know, again, Facebook ads a great example people can spend \$10,000 A month easily on Facebook ads. But if we can't talk to one person yet, all and we used to teach this in the context, practical applications, for instance, different ways that we used to teach this, but all of that is just wasted effort. And the example I want to give you that I don't think I've given before, it's I heard this example in a different context. But I want to give you this about really getting right things at right time in right order. And I can't say it enough, because people say, Yeah, I got it. And now I'm just gonna go do this challenge. But I don't have a client yet. No, you didn't hear it. Please, please don't do that. So the fax machine. Did you know The fax machine was invented in 1843.



 46:05

It did not bring that person anything.

 46:09

As far as I know, right? It's the right thing. wasn't at the right time.

 46:16

wasn't at the right time. It wasn't till at us. More than a century later, really? In his heyday, what in the 1980s about Was it when fax machine started really the early 80s. That's when people really started using it like 140 years later.

 46:32

Right is a really great it was a really great idea. But what's the right time for it? Didn't want to give you something that would stick it's like is this I'm I'm I accidentally building a fax machine. Don't do it.

 46:43

So right, number one, right things right time, right order? Number two, I want to I mentioned it. But uh, first, let me see, you know, stop me anytime if there's questions or clarifications, I just want to do some straight out training, so that you have these eight things. And then we got our q&a calls, we've got more time to expand and go deeper for you next week, right?

 47:06

So just stop me raise your hand. Otherwise, I'm going to keep going still with me. All right. Number two, we I mentioned it, but I really wanted to dive into the difference between growth and scaling and leveraging I didn't really understand this for a long time. And my company.

 47:26

We think of growing a company, you keep doing more of the same and adding numbers.

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Just like I said, Oh, now I've got 10 clients a day now 20 clients now 30 clients and burnout.



47:40

So you hit a ceiling, you do want to grow. But then there's a right time to scale and leverage. So what does it even mean? To scale a company to to, you know, leverage, what does that actually mean?



48:00

scaling a business means that you are setting it up to



48:07

is tricky using the words to expand your company, when to use a different word than growth, expand your company without being hampered without hitting a ceiling. And it requires planning, it requires the right systems, it requires people and all that comes, you know, at the right time, sometimes people is like, wow, I just started my company. And I hired five people for my team. What are you offering, oh, I don't know yet.



48:35

Wrong time to scale and leverage. And the leverage is, you know, the ability to, you know, influence assist. Here's one definition that I found on the web that actually like, leverages the ability to influence a system or environment in a way that multiplies your efforts. So you take actions but in the right channel,



48:54

so that in the right way, so that it multiplies your efforts. So when I first started, I built my website, I was doing the behind the scenes code and the website



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all kinds of stuff that I had no business doing. And



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and so



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one way to multiply my time is to, you know, take money, give it to somebody else, have them doing that stuff. And now there's more of my time available. Right? So that is a way that we can we can leverage the energy of other people to work cooperative cooperatively toward the aim

of your company. Right? So we want to scale we don't want to just keep doing the same things we want to and the ways to scale and leverage. The biggest way I think about it is we changed from one to one to one to many

 50:00

I'm doing one to one coaching, for instance, and maybe I could do it with one person a day, maybe I could do with two, maybe I could do with 10. At some place, there's a ceiling, I can't, you know, do one to one coaching with 100 people in a day, I am just one person, for each one of us, right? Somewhere, there's a ceiling. So I move to one to many, for instance. Now, instead of trying to individually coach 100 people in a day, I coach 100 of them at once. So now I'm leveraging my time. And there's, it's like, there's more of me, I'm making a strategic decision, right.

 50:33

So it's one to many,

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and is leveraging the energy of other people to work cooperatively toward an aim, right. So it's one to many, or as it's growing your team, these are good ways of thinking about leverage, this is the realm of stage three, if that's making sense, raise your hand, I just want to make this so straightforward. And simple. Because we make mistakes about it without meaning to so I want it to be like absolutely really, really, really clear.

 51:04

So

 51:09

I want to give you some examples of leveraging your time or one to many, for instance, I can talk to one single person and make them an offer. That's a great thing to do. And it's a hugest, at the heart of stage two activity.

 51:27

I can speak from stage now to speaking one to many and make an offer. Now I've leveraged my time to leverage activity, I can

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do a strategy session, one person, you know, one person or I can hold an event, and they can offer too many.

 51:46

I can coach one person or I can coach many. So that's leveraged delivery. Right? I love for you to

 51:54

talk to me about examples of leveraged activities that you can do that transforms anybody's work, from one to one to one to many, can you give me some examples of ways that we could do that, or ways that you could leverage teams so that we understand the difference between just flat out growth that hits the ceiling, and leveraging and scaling? So give me some examples of maybe things you've already done? Or things you've seen people do that would be over there in the realm of stage three, leveraging and scaling?

 52:24

Down Thanks.

 52:28

Go from one to one.

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But then I've seen people do like workshops. Yes, people in and having each guest bring a person that half price or whatever. And then they're able to make the offer to a whole group instead of just one. Yes. So workshops are a great example that I'm leveraging right. And it's no longer a one to one. Thank you. Great example, what else?

 52:56

And sometimes we go Oh, but my field, we can't do that every field has it every single field, Carly, I was so glad you're having with this right. Yeah, I really struggled with this one. To see how it can apply with what I do. Yeah. So here, let me give one example, because you're already doing it. But you're not you haven't put the language to it sometimes. And you don't even know you're doing it. But then you can start to separate out what stage to work and what stage three work, right? Because you're doing stage one and stage two. And you're one of your one of those people doing like work at all those three levels, right? So

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you can give a presentation to a client when I'm one on one, hey, come work with me.

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You can go and speak to a group of people in your who,

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wherever your your people are. And now it's one too many. Because now it's like, oh, Carly, and now you have them coming to you going currently and then and then it might go to that one, you know, one on one, right? But the shift in this strategy, this shift in thinking is like, Okay, I gotta go talk to this person, I gotta go talk to this person, it's the right thing at the right time at the right order. And sometimes it's not going to be that sometimes you might want to be talking to

 54:17

a group, like I say, Where where is it that your people hang out where they could meet you one on many. And when you're the speaker, there's automatic

 54:27

authority that comes from being that person at the center. There's also another example of that could be if you're talking to let's say your there's a particular company is going to invest in themselves and their, their, their growth through you, right? And maybe there's a bunch of stakeholders, a bunch of people who are going to be involved in making the decision. So now you go and talk to and again, we're whatever the company is, you know, you talk to the VP and now you talk to the President now you talked to the contractor, now you talk to you and

 55:00

So and sometimes that might be strategic, it may be strategic, more strategic. It's not that we're always doing Stage Three work. That's stage two. And you might want to do that it's different conversations with the contractor, versus with the President and so on. But at another time, you might have them all gathered in a meeting, it's a higher level skill. And say, I wanted to bring us all together, because here's the end, you have powerful envisioning, right. Here's the vision of what you're doing. And, Joe, I love your piece of it over there and Sue when you're doing this part. And here's how the color works. And like so. And again, you know, your field. But is this resonating at all Carly's you can see the difference between leverage not leveraged? Yeah, I, it's almost every project. I do that actually with groups of people. So

 55:48

yeah, you're already doing it. You just never thought of it like that. Yeah, you're of knowing what you're actually doing, then you get to be in the driver's seat. Like, you get to ask that question, is this something that is better one to one or one to many.

 56:02

And then there's also team team is is a huge piece of this leveraging and scaling. So you could be in my fictional example, but there's something like this, you're talking to contractor, you're talking to the president, you're talking to all these people, one at a time, and it's taking you a week, and then maybe for the right person in the right instance. And as you grow, right, that you're talking to all them at once. And now somebody else who's being their version of the work that you have done, but now they're in that place. And they're talking to that group? Can you see these are all different levels of the first version, it might have taken you a month or a week, the next version, you're talking to them all at once. And the next version, somebody else is doing that work for you. Making Sense is happening all the time. But I want to open your eyes so you can see it and make conscious choices.

 56:54

Yeah, no huge nods. Like, oh, it doesn't happen. I don't know how to do that, oh, it's already happening. Thank you, girly, beautiful. And here's the thing, this is the this goes back to number one right thing at the right time in the right order. So we get ahead of ourselves. So let's say currently, as an architect goes, Wow, I want to scale. And we don't have that language of scale and grow yet, I want to just massively expand my company.

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So it's my first day, it's not you currently, but it's my first day as an architect, I'm going to hire 10 People, I'm going to get in front of

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I'm going to see if I can get on Oprah. I'm going

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I don't know what to say, and I don't have anything built behind it. I'm also going to

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send out random Facebook ads. And I'm going to send my untrained team out to speak to this high level client. I mean, it sounds ridiculous. But people make do a version of that all the time in every industry. So that's bigger, it must be better, right? That's why we have stage one, stage two. Stage three, you can see in my ridiculous example, because Carly's faces, like how

horrendous that would be. And all the growth that she would have lost in doing that, all the expenditure in hiring a team of 10, all of a sudden, and they don't even know what they're doing in all of the, you know, let's say she gets this great contact with this high level client. And she's got this untrained assistant who has never heard of architecture before. It's like, hey, go talk to them, and this other person at the same time. And it sounds so ridiculous. But people are doing that all over the place. And big nods from currently, right. So when we understand that difference between stage two and stage three, we can make strategic choices about what was the right thing at the right time in the right order. Making Sense? See light bulbs. Yay. Yay. All right. And so

 58:53

let me see. So what it is, and what hopefully we got, you know what it is and why it matters and why it matters. To understand this, do we get this? This is why I say like not understanding this can actually kill a company or can stall it for years if Carly kept trying to do that. And people do that all the time. in various ways. She could create a company for 50 years and it's never even going to get there because she's trying to grow quickly. But it's not how it works.

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So what it is why it matters, and I want to add a little piece of when I've already this is

 59:31

so what it what it is

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first the right thing at the right time in the right order. And then the definition is what it is. The third thing was why it matters. And for number three, I also want to add a bit of when when you do this, so what why and when for number three is still with me.

 59:52

So when you do this, when you're already working with high ticket clients

 59:58

when you're all

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We're already working with them to people with two eyes, a nose and a mouth. Otherwise, it's

like Carly wasted effort. You know, Carly, the fictional Carly Carly would never do that, right. But people do it all kinds of ways we don't even notice we're doing it when you start to get busy with your clients, right? So it was ridiculous when I was doing it, but I didn't know it. Right. I was doing the back of the code. In the back of my website, I was I was cleaning my own house, I was doing all these activities that for instance, like cleaning your own house,



1:00:30

cleaning your own house, depending on your area, somebody will clean your house for maybe \$20 an hour, some areas, it might be 10, maybe it's 30, maybe it's 50, whatever it is, okay. One of my teachers years ago said, if you can, and this was in years ago, dollars, if you can outsource it for less than \$100 an hour, that's what you should do. And I was like, oh, no,



1:00:54

no, right things that I want to add write things at the right time in the right order. But one example, if you are cleaning your house, you are saying that my time is worth \$20 an hour.



1:01:06

And then you're offering high ticket and there's a mismatch.



1:01:12

So when you start to get busy with your clients, one of the things you and you want to have done it sooner than that hire somebody and and especially men too, but women especially footfall into this, but men to you, right? Have somebody, you know, traditional, you know, our traditional structures from the last century or two, there was a very traditional archetypal, you know, in our culture was a man out there doing the working, and then there's a woman doing all that stuff behind the scenes. And then we think, as human beings, male or female, or however gendered, right, whatever our gender identification, we think that we can do it all ourselves.



1:01:50

Having somebody else do that. So as you're when to do it, when you're already working with high ticket clients, when you start to get busy with your clients when you have a proven system. And it's time to expand your company in a smart and strategic way. So that each client makes it easier for you. And



1:02:06

so, this, I haven't told you pinpoint exactly when it's time for you to do exactly this. But that is the nuanced work of stage three, as we do the stage three work together for your company.



When is the time to do what and what is the what to do strategically, so that you grow with ease, the opposite of my fictional Carly that Carly was going with?



1:02:32

Make sense?



1:02:35

All right.



1:02:38

So that's the right thing at the right time in the right order, what it even means, why you want to do it. That is that's number three, and something of what the indicators are, at least from an 8000 foot view, I haven't told, I haven't said, Diane, you should do x at y time, right. And we haven't had that discussion. But the 8000 foot view of in general when we do it in a company, right? And then number four is, well, what are the best places to leverage and scale? You know, some examples, we already went into this a little bit. And that's why I wanted to do this with you guys right now. Because in this company and story freedom company, we're doing that right now. The challenge is the influencer story Challenge is a one to many story. Freedom is a one to many, these are stage three and four, stage four and five building stage three, right? These are stage three and beyond activities. So challenge speaking, whether it's alive or webinar, an email campaign, instead of having a one on one conversation with somebody, I'm emailing to my list, having a list and growing it itself. That's a one to many activity over there in stage three, right workshop, a Diane mentioned that anywhere whereas group delivery, right? This is a leveraged activity right now, this is group delivery, right?



1:03:54

And group sales.



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And you can do this, you can start to here's where I said, you know, sneak preview in stage three. But if you're doing and ought to be doing work in stage two, we don't want to dive into stage three and 10 Spend \$10,000 on Facebook ads when we're working on stage two, do you know what I'm saying? Like, let me save you that time and money. So



1:04:17

but you can start to bring in pieces of it strategically when we understand how it works. When you're doing Stage Two work. Let me give you an example. You have your first high ticket client yay. You're a \$5,000 client for instance, right? Now you should have your second high ticket

client yay. If to \$500,000 clients or for some it might be \$100,000 or whatever it is \$5,000 and up

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with these two high ticket clients, you can already start to learn to leverage. You're doing individual coaching with them. When Maria and I started working together. That's exactly what I was doing in 2010. Right. I was doing a lot of individual coaching and then I started bringing those and actually

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As Maria is the only one here who would remember that this community before it was called Love Your Life love your business it was called everyone here live remembers that used to be called Love Your words love your life. But Maria is probably the only one who is around. Because the group used to be called Marie, you just unmuted you remember, love your words. It used to be called Love your words. And even before that, do you remember Marie?

 1:05:25

It was something to do with writing in yoga. Yeah. And even I it's funny. Is it not even memorable? Right? Come on. This is 10 years ago, my cat calling up from zactly. So you'll remember as soon as I say it, we used to call the community a language of yoga. Yeah, it was that? Yeah, my company used to be called that right? So yes, but even even more than that. For 10. Points. Marie.

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Marie, your

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we didn't have a name for it. And the people that I was working with, we just said the coaching students. Do you remember that memory? No, actually, it

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was after the after the coaching students.

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Because that harkens back to individual coaching, right? Yeah. And then you can start to bring together is once you've got two people you serve and serve and serve them, but you can bring

them together for one afternoon workshop. And then the third person who comes in, they don't have that private work anymore, they have the workshop instead, that's already existent in already running. So do you see that in stage two, you can start to strategically bring in some ideas from stage three, when we understand thanks for you got your note, when we understand what those activities are, and when to do them Is that making sense does not if it's making sense, I started I can start to bring in it in little bitty pieces. So that I understand it. And I'll be more ready for stage three, when I started to do that. And then I can avoid, for instance, a lot of coaches or, you know, homeopaths or prac different kinds of practitioners from choice specialists, you know, the, the Reiki specialists, right? A lot of them end up maxing out first. Oh, my goodness, I'm exhausted. Now, what do I do, and I can't even don't even have time to think about what I can do. But if we start bringing in strategically, some of the ideas from stage three, not a full blown stretch stage three, not at all, but I start leveraging in this way, just bring a couple people together, we don't hit that ceiling first max out, and then try to to leverage Does that make sense? Not if it makes sense. This is like Oh, my goodness keys to the kingdom? And then not does this apply? How does this apply in my area? Because for instance, I am Miko, Buddhist Reiki, I have to do it with the person in front of me know you're doing a distance with a horse right now.

 1:07:50

So thinking outside the box, everyone's area. And you know, and what is that high ticket mentioning horses to I love that with Anna Maria in our community take well, what would be high ticket Oh, Anna Maria, who works with horses can simply sell \$100,000 horse if she wants to, like thinking outside the box of what it could mean in my area, right,

 1:08:15

too. And so we brainstorm ideas about where we could leverage on scale. Right. So growing the team growing from one to one to one to many, those kinds of activities and, and then we make a strategic decision. Sometimes I'm going to go one to many first. And I'm going to be working on that. And then I'm going to hire somebody and then I hire somebody else. And then I do another thing that's one to many, right. And then maybe my team is do we used to do one to one and they do one too many. These ideas can be combined to make sense. And so that's number four, look,

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create a

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ideas of places where I can leverage and scale.

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And

AND

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and then number five, the fifth thing I want to teach you today is once I've done that, so I've got this pool of things that I could do. And it's

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particular to you so to use the example of Anna Maria, let's say she went a different route. But let's say she went the route of selling, selling a horse. All right, I'm going to sell \$100,000 horse and that's my package. That's that's the thing I'm offering that's my high ticket thing. Well, when she's growing and scaling, she could sell this one horse in a deep dive Strategy Session conversation with this one person or, and this happens it may not happen in Anna Maria's industry but she could be the first to branch to to to that industry. And maybe it does. She knows her industry. I don't write this piece of it. But I remember when I was at my uncle's farm goodness, probably 20 years ago, and they might my aunt and uncle there are Alberta beef Central. You know, you know about Alberta, you know Alberta beef and that's my aunt and uncle. So they would host the Alberta beef

 1:10:01

auction every year with hundreds I think was hundreds of people there. I remember going there was like a whole different world than mine. I'm like, oh,

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and they auctioned off expensive cattle. One too many. There was an auctioneer going, Man, I don't know. They told me don't scratch your nose. Don't raise your hand, you'll bought a cow.

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I sat there with my hands underneath, underneath my legs. Don't move.

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It was a one to many about selling an animal and Annamaria Miko Oh, my goodness, I'm not doing that. But you can brainstorm you can strategically think. And she might go That would be awful. Like Carly the version of Carly, they currently would never do sending my untrained assistant to talk to that high level client. We might go, here's a leveraged move, here's this move that's, you know, skills, my company, I'm not going to do it. It's a bad idea.

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Or here's one that actually works, right? So we look for the number five is we'll look for the low hanging fruit, where is the



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most strategic way to leverage and for instance, I've got two clients, I put them together for one workshop, that's a really strategic thing to do. I've got to clients, I go to Facebook ads, that's not a strategic thing to do. Right? So



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look for the low hanging fruit.



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And so what it's not and again, I'm giving you lots of examples of what it's not because I'm trying to help you avoid the mistakes that are really costly, and that make things hard. So it's not the low hanging fruit is not well, I haven't done any high ticket sales. But I'll create a challenge. I'll I haven't done any high ticket sales, but I'll do Facebook ads. I haven't done any high ticket sales, but I'm going to you know, hire five people in various areas. All these things I've seen people do



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so much more. And I know if on deep nods. Sometimes students who've tried to do that LOL, please don't please don't, please don't let me save you a year or two.



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And not I'll invest in videos, for example. So we even the things that we invest in, I'll invest in creating videos, when I don't really know who I'm working with, or what the end goal is, can you see it? I'm trying to take this leveraged activity. But I haven't done the stage one and the stage two work yet. And then that's where I used to be sometimes a student on other people's campuses. And that would be doing those kinds of activities. And without anybody, they're just say, Don't do that. And they get really excited. And they come back the next month and they go oh, man, it totally failed. And it was completely foreseeable. Right things in the right time in the right order, right. So





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look for the low hanging fruit, what's right in front of you that you could do that would be strategic for your company in that moment. When it's time to leverage and scale, if I'm making sense does not so I know you're still following me. Yay, oh, my goodness, I wish somebody had


told me this. Nobody laid it out like this for me that, you know, I got bits and pieces of it here and there. And this is crucial. This is why so many companies fail. And it doesn't have to be anybody here at all we can make it they take it the easy way. Right?


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So

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and not just not fail, but really excel and let it be fun along the route. Right. So look for the low hanging fruit number five, number six. And this is what stage four is all about stage three, we lay it out stage four, we go do it and iterate, we do it. And we do it. And we do it. And that's where I wanted to I want to talk to you about this right now. Because we just did our fourth Facebook challenge.

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And I thought about doing a Facebook challenge for Yvonne, probably you know, I don't know, two, three years before I actually did it at least.

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So it's like three years in the making. And then then it was and it was speaking with my team. And speaking with strategic partners. And it's like now is the time to do it. So measure twice, cut once and make a decision. People launch into something like a challenge or, you know, different things that they do that are not necessarily strategic at that time, or I'm going to run a summit or whatever it is right or I'm going to do a podcast or I'm going to do a series I just invested in somebody who's going to create my funnel, I'm going to do these videos, I'm going to grow my Instagram following to like 10,000 followers. I've seen every one of these and so many more done and it doesn't have to be that way. So the Facebook Challenge is a great example that we just did. It was our fourth time around and

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and building things that are leveraged scaling and leveraging requires resources, right? The Facebook challenge we offer for free but it's not free to run. So that means we need to have the back end in order to be able to do those leveraged activities that allow for scaling, not just growth.

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Let me say that again. Because that's so important. Those scaling and leveraged activities require



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higher investment.



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And so we want to do them at the right time, the right thing in the right order. And we want to build the back end, again, the foundational pieces of stage one and stage two, so that we have the resources to build what we're building for the leverage and growth in stage three. Does that make sense? I don't want this to scare you. I want this to empower you. So I hope you're empowered by this. Like, thank goodness, I know about stage one and stage two. Thank goodness, I know that I'm doing that. Thank goodness, I'm not going to do what again, I've seen so many times in the industry, I'm not going to go spend \$20,000 on Facebook ads, I'm going to do the right things in the right time in the right order.



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All right. So do it. Number six is do it and then iterate. And in the iteration. Oh, let me see.



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Can I tell you a fun piece of behind the scenes? That story freedom? Not sorry, freedom at the Facebook challenge? And again, not does this apply? How does this applied supplies in some way in your field, and this is what we're doing in this company. And Yvonne knows about this. And I just think it's hilarious. So you know, I, you always want to come from generosity you come from giving, but you do it in a strategic way so that your company grows, so you don't burn out you. You serve from the saucer, not the cup, right? So we have this idea that we're not going to do again, because we are iterating as well. We thought I thought, why don't we just if people who come to the Facebook challenge, if they go VIP, we'll just give them story freedom. Please give it to them, you know, with a VIP ticket. So we tried that. And we want to you want to fail quickly. I just think it's hilarious. So we gave them that and nobody nobody was taking VIP. And then we realized is because we had some what we call cold traffic is people didn't know like and trust yet. They don't know us very well yet. Right?



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So we offered the entire story freedom for a crazy deal. And people weren't saying yes. So I talked to the team. We intervene partway through, you adjust as you're going.



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So we took out anybody who came after that, because they said it's only this once if you don't get it right now it's gone. And it was we kept our word. So for a chunk of the people early on, that's what had been offered. And those who invested later, or who came to us later in the in

that's what had been offered. And those who invested later, or who came to us later in the in the launch. That wasn't even on offer. And we pulled out story freedom. And we put in

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one, one hour call with me during the challenge. And then huge numbers started investing in the VIP.

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We took out three days, we put in one hour.

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So that's why we do it and we iterate. We don't just say I'm gonna try this. Now I'm gonna try that. And I'm going to try that. Because we could have said, Look, this VIP structure actually doesn't work. So we're just not going to use it again. But that wasn't true. We needed to move one lever, and all of a sudden, and we didn't have that many numbers yet, because we thought of it. We noticed it late, I was busy with other things. It's like, oh, wow, what is it? And why did that happen? And what do we adjust? And then the VIPs that came to us? They don't even know that other offer happened.

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And from that we were never going to do that again. And now we're going to offer that one hour.

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Who didn't? Who would have thought so it takes tweaking the levers isn't that you know, it's not necessarily obvious. You have to let it be play. So do it and iterate as a stage four is all about, like, let's tweak this dial. And it's so easy for the mind to go, well, this doesn't work. It does work. But you have to tweak the dials. And again, that's why you do the stage one and stage two work first, that one person with you know, high ticket. That is the easy part.

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I know it's challenging to write because we got to get past ourselves. But once we get past ourselves, it's easy and fun. We just got to own it. I see nods. Yes, you got it, Carly. Yes. So do it and iterate. Don't throw the baby out with the bathwater. Like that doesn't work. I didn't work I did you know, this challenge. That doesn't work, I'm going to do something else. I tend to do that with the challenge. I tend to think we need to have more people showing up with a challenge. We have so many more people enrolling. But I know that we're getting industry standard, we're doing really well. Because you have to have way more people enrolling than



people who will actually show up. So I keep wanting to tweak that lever. But Amy, who's a genius at this knows that what we're doing is really, really great. So then what's the right lever to pull next in order to not only grow but scale? Right? So



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yeah, so do it in iterate. And then number seven is well, how do we do this? How do I even start to think about scaling and leveraging if



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You're, you know, in stage one and stage two, and you go, Oh, my goodness, this is like, this sounds really complicated. It doesn't have to be, like I say, just putting two people together. Now you're already starting to do it, right? And it did come step by step. But here's the really cool thing. Stage two lays the groundwork for stage three.



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Because, well, what how do I talk to so many people, then? How does that even happen? How do I know what to say to them? If you were thinking about that, Diane, I see you nodding is a great thing to be thinking. It comes right out of stage two, that comes from being on the court and doing the stage to work. Because you're in a strategy session with one person and you find yourself saying something, and then you're coaching, and you find yourself saying something, and then you're doing the strategy session with the next person you're like, I didn't say that last time. And then trying to the next person you go, didn't I say that? Didn't I say that? Did I say that? That is your system that gets discovered through working with people.



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Stages one through five are self evident now in our company and in our community. And there were they become more and more self evident as I explained them, but they weren't self evident before until we created it. And how do we create it because of working with one person and another and another. And people were trying to do stage three activities. So let me build though I don't have a client yet. We had a client who did this years ago, I was like, please don't do that. Build a Yvonne, you might remember, build a whole system, you know, exactly. I'm talking about a whole structure for an entire year, stage three activities without doing stage two. And every single time I coached her, I was like, please don't do that. Please don't do that. Please don't do that. Go work with one person, go work with one person go with one person. And it got harder and harder. And she pushed the launch up further and further. Because then there's so much riding on it. And she doesn't know how to talk to one person yet. Right? So it comes from the working with people here too. You work with those people, you start saying Did I tell you that part yet? Because you know that that's the part that you tell people? Currently, as you're talking to people, it's like, should I tell you the part about the? Yeah, I'm thinking about what you did for me pillows beside the window or

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not? Maybe, you know, sound? Did we do that part? Yeah, there's probably something with your clients that you work with, that is akin to what you did with me, have I talked you about that part yet is start to understand your system, your structure. And then that is how you get to go one to many, because you've done the work in stage two, you've talked to people on the ground, and you've worked with them is oh, it's that part, it's that part and you start to see the system of your own work.

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And then that's really fun, because then you're giving a talk and people go like how did you know I was thinking that it comes from the work on the ground of talking to all those people and that person in front of you is their own unique human being. But they have the characteristics of your ideal client. And they feel they tend to feel that way.

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Out of that comes your talk out of that comes the workshop out of that comes. And it can come, you know, it can be so much easier when we know that this is how it works. And we can think strategically. So the seven is how to do that. Start noticing your system, noticing what it is you're doing with people. So that's how the sneak preview of stage three will help you in stage two, oh, I can start seeing when I'm saying oh, that again and again to people, right. So it's going to inform your stage two to know about where we're heading stage three, and then eight. Number eight. The last thing I want to say is, cuz I know, we got to wind up here, but it's all about systems and strategies. It's not random. People think

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lots of people in the industry are doing podcasts, I think I'm gonna do a podcast. And six months later, they go, Oh, my goodness, I haven't grown my business at all. And it's taking me like 15 hours a week. You don't have to, you know, why do that? What's the aim? What are you trying to achieve with this? And what's the most strategic move for where you are in your company? Having grown your company? When is it time to leverage and scale and in what area so that your life gets easier and easier? When you do it strategically? Not like just throwing paint at a wall and seeing if it's terawatts Express 30 Spaghetti at a wall and seeing if it sticks.

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Is this making sense? I wish somebody had taught me these eight things. I mean, they did but I had to pick it up here and there. And I was like, oh, that's how it works. Fantastic. All right. So we're going to be able to continue this discussion next week. How does this apply to you? You know, what, what do you want to do from here? Not and then you'll know not to leap into stage three. But there might be pieces of it you can do and how do you want to think strategically when you're doing stage two, to prepare for where you're headed for stage three? Makes sense. Stage two and stage three work together. Just like stage one and stage two, do they

inform each other but we want to do the right things right time right order. All right. Fantastic. Thank you so much, you guys. Let's wrap up the call. Currently you're in my upper left hand corner. So when Uh huh. And when inspired action to take us home.

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I think it was a big aha that it's I already am doing one to many in some ways.

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So that's, that's cool. I'm and then inspired action is I'm going to continue working on my vision. It's a good headway movie. So good. It's the foundation is the foundation. And the more that you can also see to that stage one work of vision, that skill itself, which you know, use with your clients to like, it's a big part of what you do for your clients. Right? That visioning work in stage one helps us that facility of doing that in stage three, because we envision our company, what would it look like? How, what scaling do we want to do? How do we want to leverage and it's a vision. So that visioning work, as we've done it well, in stage one is going to serve us so much when we get to stage three, these all go, like hand in hand. So thank you for that, Carly. Beautiful, and when you notice, you're already doing the one to many doesn't feel so far off over there. Oh, I'm already doing it. Oh, where else could I be doing? Where should I not be doing it? With with strategic? Fantastic, yes, yes. Diane.

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Just as you were speaking there about vision and just came to me that my vision is also part of my client's vision.

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Absolutely. Airline.

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Absolutely. Because I have this vision of serving people in this way. So that that happens to them, when you know, that person in front of me, they're the one who wants that thing that I want to serve people like just to give one very clear example. And so I love that Aha, because you start to see how the pieces fit together. stage one, stage two, stage three, and the clarity of both envisioning things and taking those actions and, and then how our companies grow. And it's not random that it happens, right? Yeah, really, really great. Diane, thank you. And then you're inspired action.

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To do like, Kirlian. just clarify my vision more. And then notice, as I'm doing it, that, to aim it to

what my client is also wanting? Brilliant. Yes. And see, here's the thing, you what you said to so beautiful, because you talked about the vision and then when I'm doing it. So again, stage one, stage two, here's the vision and then out on the court acting. And notice that at the end of each call, I say what's your aha, what's your inspired action? And it's right here, the structure of stage one and two, even in the calls. An AHA is like a vision of something new, and then an action putting it out on the court. Otherwise, what's the point?

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So it's embedded in when we're living? Well, as far as I'm concerned, we're doing that over and over and over again. So thank you for that day and bringing together the vision and then out on the court acting, and the client all connected. Yes, yes. Yes. Yvonne, when a Ha, when inspired action.

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Um, I think my, it was just something that kept coming back to me as you were going through the different areas. And I was like,

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you know,

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sometimes there's moments where I kind of like, a wish to dine that dropped a little sooner.

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You know, it's like having to hear certain things over and over again, until I actually see the light and start doing it. And I'm, you know, I'm just grateful that I'm doing it now. Thank you for that. And I'm loving, I'm loving with you. Because we do that, right. And I why it's so important to go back to go back to go back because we think we've heard and we can, we could even say the words, but actually getting it on the court and inaction and doing it. It's a whole other level. And I'm so proud of you for putting it on the court and for seeing that because that's instructive to everybody's like, okay, got that what else? No, it's that. It's that it's that deeper and deeper and deeper, and the world changes, it utterly transformed our companies our lives when we get that, thank you for underlining that my friend. And i It's because to me, you know, I just want to add on that I, you know, like, it's not about my free gift. It's not about my you know, my website. It's not it's about the conversations that I'm having. And it's actually more importantly about the conversations I'm not having. Thank you.

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Thank you! Stage to Stage to Stage to Stage to Stage to Stage to Stage to Stage Two. And clearly

I thank you stage to stage to stage to stage to stage to stage to stage two. And clearly distinguishing that stage two activity stage three activity and what's at the foundation and without that foundation, we don't know what to put in the free gift without that foundation. What's the website even supposed to be about and and so many resources so much time can be lost when we don't do the right things at the right time in the right order, which is why I mentioned the fax machine so it's like we have a visual for all right.

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Right I think I'm ready to order. You know if I really think about it that you know, our companies kind of loop through the different stages consistently. Right? We're always be working on our vision

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All right, yes, thank you. Yes, artificially evolve, we will always be in stage two, you know, constantly making those connections and, and then, you know, doing the work and three and four and looping, you know, looping back, basically

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beautiful insight and looping back in the sense that it's like, Okay, I'm done visioning now get me to the next stage, because I want my company to grow quickly. And then we go back to being the fictional version of Carly, who tries to send her untrained assistant over to No, then we just have a mess, because

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it's looping back and going, like, what's the vision? Now? What's this? No, yeah. What's the vision for this piece? And what's the vision? So we sharpen those skills, and we apply them in different areas, and they are so intricately connected, and it would be mistaken to go well, you know, I've graduated from vision, you know, like, oh, no, there's a next level, the next level, the next level, and also the mistake of, I'm just going to envision for the next three years, and I know, they're, they're connected, and then one does not go without the other. And they are sequential. And we need that envisioning work of stage one to even be able to imagine what we do in stage three. And as we know of what is the stage three activity, we can start doing some pieces strategically in stage two, they will also grow our vision from stage one. Yeah, fantastic. Thank you, my friend. Beautiful. And then what's your inspired action?

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Um, is taking a moment to send you a text? That sounds perfect. I'm excited to receive it, my friend, whatever it says, We need to rebook an appointment. Bless you. Bless you all, this has been just if you heard 1/10 of what I did my best to deliver to you. This is company and life changing. Thank you for the knowledge they see you. So have a fantastic, fantastic day. We will

continue and deepen this discussion next week, office hours tomorrow, go ahead and ask your questions writing that strategic one question thing is, well, you know, what? Strategic one line question helps us sharpen our strategic thinking, and helps with all the different levels. So we have it in a different form in office hours, to help you along the journey, because when we can ask a very strategic question, we get strategic answers, and it's a skill that builds right so have a fantastic week, everybody remember to register for story freedom, but before October 21. Remember, you can bring that one person and we thank you for that it helps us in getting our message out there. I know it will help you having that person who understands what it is the journey you're on, and it will help them if they only came to story freedom. We know lives have been changed there over and over and over again. And some of those people may be people that will be on a longer journey with to and again so we thank you for introducing us to your friends and colleagues. So have a fantastic day everybody. Looking forward to seeing you again soon. Bye bye for now.