

2022_10_20 LYL Getting It Out There Part 2

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SUMMARY KEYWORDS

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00:01

Everybody with a special welcome to Annamaria, Curley and Mary Kay. So great to see you. You're live special welcome, of course, everybody listening to the recording afterwards. This is our love your life stage three getting it out there, build your story Success Path call. For many of you this is a sneak preview about what's coming up in stage three, but there may be pieces of it that will inform what you're doing now. So that's why I want to give this to you now, and some of you are doing and have been doing Stage Three work for a while. So this is our part two. So if you're listening to the recording, go back and listen to part one before you listen to this, and we're going to start with Chef Austin. So I suggest you go with camera off just for a couple of minutes. So that we can gather ourselves and



00:48

find that centered quiet energy from which we learned from which we grow from which we take our actions. So you can do a seated meditation or Shavasana. We're just going to spend a couple minutes today in this centering activity.



01:02

So softly close your eyes lying down or sitting up. If you're seated, have both your feet on the floor, I'm adjusting my own seating position so that so so that you feel grounded. If you're lying on the ground, on the floor on the carpet, just let the whole body release to the earth. Just let go in every fiber in every cell with your thoughts, just release and let go




01:31


to the pull of gravity





01:34


to the releasing toward the earth


 01:38
into the quietness of this moment.


 01:43
But the heart center be open


 01:47
to ease and openness in the heart center.

 01:53
Feel the breath

 02:05
letting go of any thoughts that come up. As soon as you notice they're arising just let them go.
They just don't matter right now at all.

 02:16
Because your focus is being here with this breath

 02:22
here and now.

 02:27
Feel the breath

 02:34
no effort to breathe.

 02:39
As we just be still for

AS we just be still for



02:43

few moments together.



02:49

That effortlessnes arises where we can notice we're not really breathing. We're simply being breathed by the universe.



03:02

Witness the breath



03:05

the breath



03:26

notice that just a single breath



03:29

can shift the energy



03:33

can shift this moment



03:37


can shift your day





03:40

and your world this breath





 03:46
just being


 03:51
no effort

 04:05
and then coming out of Austin


 04:08
in your own time.

 04:12
You know what to do?

 04:16
live through mindfully


 04:20
coming back to our sacred circle.


 04:27
Quietly gently


 04:31
camera on whenever possible as you return


 05:02
Welcome back.

 05:04
Welcome back.


 05:07
I'd love to hear a couple of words or just a phrase, something from each one of you. What you loved in this practice today,


 05:17
it's


 05:19
our folk focused attention is like a muscle that we work. That's where I focus. That's where I focused with what I love with what I love.

 05:28
Just the bin as you choose.

 05:32
Currently,

 05:35
I just haven't really noticed that much before when you say open your heart. And And today, I really noticed that I felt that

 05:50
like, currently, I was feeling openness and togetherness. Beautiful.

 05:59
I love that I didn't want it to end.

 06:02

Love it. That's a great state of Chef Austin.

 06:08

And then the practice to didn't want it to end, then I let it go. So many ways that we practice when we teach a lesson. Beautiful. All right, one or two or three wins. We have time to hear from each of you here or here. Live today. Just a sentence or two, something you want to share. It's very powerful to have your wins witnessed.

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We'd like share first.

 06:35

Well, I'm excited about the

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strategy call. I'm excited to talk to this person. What however it develops. It's the it's the older woman that I spoke about earlier. Fantastic. Yes. Because on the q&a call, we were talking about her so and that you let us know before the recording, you need to leave early. No, that's a good reason to leave a call early for a strategy session. That's a fantastic reason. So, you know, we'll be thinking about you and sending you You and her love and blessings. You know, for whatever happens, yes, however it happens. And the deep services strategy sessions are so wonderful. Thank you. Other wins?

 07:17

Carly?

 07:20

I'm just really excited for preparing that proposal for the high rise. Yes, yes. And I can't wait to dive in further with you about that. So exciting. And there's just, I love this moving sidewalk that we're on in this community, just truly exceptional, beautiful things that become our everyday world and not everyday like commonplace, like take them for granted. But just what a beautiful world to be in what a beautiful community to be in. I love, love, love hearing this. Thank you. Thank you beautiful currently, Anna Maria.

 07:53

I was reflecting that, on this time of my life really that expanding



08:00

my capacity of letting go.



08:06

Letting go is huge. It's huge. When we're writing a proposal. It's huge. When we're doing a strategy session. It's huge in everything that we do. And



08:18

I was thinking about that too with this call. Because when I first arrived, I was the first one here. And so it's like oh might have let go of this class and then three of you up here. So we could have rebooked it letting go in our training, letting go in what happens in our lives, letting go of



08:33

our expectations, but having a clear vision of where we're headed within also not holding it with a tight fist, because then it doesn't have the possibility to grow, or the universe doesn't have the chance to surprise and delight us with this or something better. So I love that. Thank you. All right, a couple of announcements, and then we're going to dive in with the content for today. And just a reminder that a tomorrow October 21 is the deadline for you to register for your VIP ticket. For story for please, please register, it's in your inbox. So we're selling the VIP tickets right now. But for you guys, there's a \$97 No Show deposit, so that we can send you the our VIP Experience box. It is filled with all kinds of goodies it's meant to be used at the event. So we want to we don't want to waste resources, we want to know for sure that you're coming. And then you get to come as a VIP and it's been months in the making. I'm so excited about this beautiful, beautiful box and the experience that it will engender for you. So please do that. And we need that leech time so that we can send you the box in time for story freedom. All right. So a reminder that's tomorrow. And then also each of you oh and right it's story freedom live.com forward slash special VIP, so it's in your inbox. I'm not going to put it in the chat for you right now. It's in your inbox. If for some reason you can't find it, you know that our best community



10:00

Here's some places slack, and others can send that to you as well. But it's just story freedom lab.com For slash special VIP, make sure you add the forward slash special VIP. Otherwise, you'll get to the place where it's the sales, where we're selling it. All right. So it's \$97. And we return that to you when you come when you attend to the event.



10:20

So it's, it's a no show deposit, like it's like a no show deposit. Also, for each of you, we've given you one guest ticket, one VIP guests ticket so they can come in the same capacity that you come, you can send them to that same page. And I know, Carly has been talking to you the most about oh, man, you know what I want to go like, Who do I most want to come. So as you're registering your own ticket, reach out to that person that you would like to have in the room? You know, I was just saying before the call before the recordings, like, we have the most phenomenal community. And, you know, Carly, you've been around a long time, you know, and, you know, amazing, amazing people that we've had all throughout in this community, but the community that we have right now, and the amazingness of connections among you, and and the work that you're doing right now is just off the charts in my books, just off the charts. I truly love and adore each one of you, and I would love to meet that person that you are connected with that, you know, could benefit from story freedom, I would love to meet who that person is. And it's a win win win win for us win for you guys to have that person along the journey win for them to have access to these three days. For the just the no show deposit doesn't doesn't cover the costs of the box. So we would love to have them there. So a same thing as story freedom lab.com For slash special VIP, and if you're not sure if there's somebody that should be there or not, feel free to ask me because we were just talking to the team about this this morning. We don't want the wrong person in the room. It's just as important to not have the wrong person in the rooms if you're not sure. Happy to hold the space. And if we don't think that that's the right person, like, don't have them come. If you're not sure you can ask them about ask us about it, then. So that's about story freedom. The other announcement is about this Tuesday, I hope you're keeping track always on the calendar. And just keep those Thursday dates open. Because that's often when we have live trainings, so we're not always posting it. We're not posting it as early as we used to in the prior version of this community. Because we're listening and we're seeing what's on campus. And we're helping you the best we can in the moment with what we think we you guys collectively need. But just keep that Thursday open, because that's when it's usually going to be sometimes occasionally we also have them on Tuesdays. This one has been on the books for a long time. And I'm so excited because I've been wanting to do this for years on this campus. And finally, Amy is going to be teaching and training you, Amy is amazing. Amy is so much of what happens in this company happens. Because of Amy's quiet genius. She is so gifted, she is so talented. She is so knowledgeable about online resources, online marketing strategy, and so much more. I make a lot of decisions because Amy says yay or nay in ways that are behind the scenes and you're finally going to get to meet her in that capacity in ways that we've never done in this campus before. And what she's going to be teaching and training about is what online resources do you need to make strategy sessions easy? So, for example, how do you easily create the what you need online? What are the pieces that you need to create your free gift or strategy sessions surveys or opt in pages, email sequences, sessions for, you know, how do you book the sessions for your strategy session and so on easy ways to do this yourself or you could hire somebody on Fiverr or if you've got somebody who already does that for you, Amy's the best of the best. And so there's also going to be time to ask her questions, and about online marketing resources for your business. So you can easily book those strategy sessions make offers enroll your ideal clients in that



14:00

\$5,000 Or Up program or service right away so



14:01

 14:04

I hope he will not miss that call. And that chance to ask her questions. It's a first of a first I was just talking to her about it at length in a team meeting this morning and I cannot wait for you to tap into Amy's genius to come with your questions come with the most that you've already built and I asked her to focus around all the things that you need for strategy sessions she there's so much more she's she's organized some of the best challenges in the business and and you know, tell us some it's it's so much else like she's done for this company and for many others in the past. But I wanted her to focus on what's the most important for you right here right now. And then you can come with other questions as well. Any questions about that making sense?

 14:47

Yeah, so and then of course do not. Next week is our implementation week do not forget to tap into Murray's amazing genius, right? And all that information, of course is always in your inbox.

 15:00

Any questions about announcements? Eau Claire.

 15:04

All right. So what I want to do today, just a quick rundown of the places that we're going to be kidding, just, I want to quickly review what we did a week ago, you'll need to go, when I'm not going to read, redo what we did last time. But just a reminder of where we were, in our getting it out there call last week, I want to give you three examples that we did, we want to go deeper dive into three examples of leveraging and scaling from that stage three work, when to do this, because my biggest thing is for many of you don't do this, but know that it's going to be later. But there are pieces that maybe you want to implement now. And

 15:40

and then what comes before this, you know, strategy sessions and sales, what you need to already be doing for this to be effective to you. And a lot of companies get stalled by doing these kinds of activities too soon. I want to talk a little bit about team building, because that's part of leveraging and scaling. And then answer if there's time, I doubt there will be today. But any questions that you might have, but there's lots of opportunities to ask follow up questions, office hours. With Marie, you'll have online questions with Amy. And then, of course, in the work we do together, and it's real freedom coming up soon.

 16:16

Okay. And then of course, it has an actions. So

 16:21

11 10:21

any questions or confusions about the agenda itself? What's that I want to share with you today. Okay. All right, just a brief review from last time. So again, I want to teach you some of the foundations, the strategies, the ways of thinking that underlies stage three. And this is a great time to be doing this, because we just in this company ran the challenge. There's a stage three activity, and then we're coming into story freedom and other stage three activities. So it's kind of a nice season to be doing this. And the more you're participating in those two, the more you'll get a chance to hear and ask questions about some of the behind the scenes that are happening in events like this, even what our aims are what we're I mean, with the challenge, we doubled what our aim was, right? What is the aim? What did we even try to do when we do that? Right. And we were overjoyed, we doubled what our aims were for the challenge. And so.

17:12

So, preview for some of you to about stage three, and for those doing some stage three, work a bit of a roadmap for scaling your company. Just a quick review about the difference between growth and scaling or leveraging. Does anybody remember? Do you know what the difference is? Because I certainly didn't know for many years into my company I wish I'd understood.

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I love that pause. So let me let me remind you.

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So growth,

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when you grow a company, the way that we're using the terms here, you just kind of keep doing the same things. And you would just add numbers. So maybe I had 10 private clients a month, you could use whatever numbers you have. And then you have 20. And then you have 30, and then you have 40. And then if you continue to grow, what happens, you burn out.

18:04

So growth has a ceiling, I just keep doing the very same things. And I have a ceiling. So at a certain point,

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it's really important that we move from growth to scaling and leveraging and what that point is ask me questions. And don't do it too early. Because we actually, you know, backfire, right. But scaling means setting the stage to enable and support a kind of a different level of growth of

the company. It means the ability to grow without being hampered. So when I first started my company, I was doing my own website, stuff in code behind the scenes, I don't know coding, if I made a mistake, it destroyed the website, I should not have been doing that. I was trying to grow and continuing to do all the things that I had been doing before. And I was doing my bookkeeping, and I was doing all that stuff, right? When we scale and leverage, we leverage the

 18:57

abilities of others as we grow our team. So we think we can multiply ourselves. So we don't hit a ceiling in terms of the 24 hours a day that we have, because we can leverage the the abilities and resources of other people on our team.

 19:12

We can scale by going from one to one to one to many. So a strategy session is one to one very strategic to do for a long, long time in a company and it continues it doesn't stop hate. And then we can we can have somebody else doing that. So then there isn't a ceiling. Because it's not just I'm one person, we could have 10 people doing that for ourselves. So we we eliminate that growth ceiling. Or we can or we can do differently, we can change from one to one to one to many when we have an event for instance. So then instead of making an offer to one person and one in a one on one conversation, or having a one to many conversation, so and I gave a bunch of tips last time. I'm not going to teach those but just a brief overview for those that were there. I gave you eight tips.

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for growth for scaling your company, write things at the right time in the right order, which we did a deep dive in that what growth and scaling even is and why you would want to do it and where to scale and leverage some a whole bunch of examples of different places where we could do it, what the low hanging fruit is where we want to turn to first, how important it is to do it and iterate. So this is a review that I'm not teaching this, but review that we want to do it and iterate, we and I gave a great example from our recent challenge of something that seemed like a good thing to do. And then we made a change partway through you iterate, and you and you adjust the dials on it. And we had massively more success when we change something. And it was super counterintuitive. I talked about what that was last time. So do it an iterate.

 20:46

And then how do I even and then scaling requires understanding our own structures and systems have a one on one conversation and Strategy Session.

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Maybe at a facility with words, or somebody just happens to want to leap in already, it just happens. But we have to know why at a deeper, deeper level why that's happening.

happens. But we have to know why at a deeper, deeper level, why that's happening,

 21:09

and how to do it so so that we can do it one too many. And just a quick hint, those things that we're saying on the one to one, we keep saying Have I said this part yet, you know, oh, and we start repeating ourselves to this person and to that person to that person, we start realizing that's part of our system. And we can move from one to one to one to many. And then a reminder of the eighth point was that

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what's the strategic move often people without learning about growth versus scaling and leveraging, they just start throwing spaghetti at the wall and saying if it's going to stick? I think now I will do a podcast because people know think it's a good thing to do. I think now I'm going to like these various activities. I'm going to do Facebook ads, I'm going to do LinkedIn roundtables. There's this new social media venue, I'm going to hire somebody to do my social media, but I'm not sure what the aim is, or I'm going to speak but I'm not sure where I'm supposed to speak like, it's like throwing spaghetti at a wall. And that is not at all what we want to be doing. And again, that's why we've created these stages for you to really see it. And it's not about spaghetti. It's what's the strategic move. What's the what's the thing that is the next thing for my company that will allow me to scale that it will allow me to leverage at the right time isn't even the time for that? Or is it the time for deep deep dive stage one and stage two work and the stages allow us to see that more clearly. You know, first stage one, then stage two, if we haven't done that, don't be scaling.

 22:38

We want to have a system that works first. Any questions about that? I know that I just it's a whirlwind tour. But I just want to remind you where we were last week, that's not a training. It's just a reminder, anything that you feel really confused about. In the end. Again, you can go back to last week's call for the details. But is that kind of sort of making sense? The difference between growth and leveraging and scaling? Yeah, no, it's around the room. Thank you. All right. So

 23:07

you're able to I know that slots are pouring in. Have a great strategy session. Mary Kay, have fun. We'll see you next time.

 23:16

Any questions for clarity? Like, oh, I'm not sure about this, and your mind will get stuck there? Or can I go forward with the next piece of training? Good to go forward? Yep. Okay, I'm seeing nods. Good. All right. So I wanted to give you three examples and do a little deeper dive into

them because each way that we leverage your scale



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has its own advantages and reasons that we do it its own benefits, right. So the three examples I wanted to give you.



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And they come at different stages and in different ways and you and you might leverage in different ways than these it and again, when we get to the deep dive stage three work as you complete and check off the stage one and stage two documents and we move clearly into stage three we can design for you what those activities should be, but just so you know what's coming you can be thinking about it, you can be dreaming about it and some of these pieces you know



24:15

Carly and Anna Marie you're already doing some of these pieces right so that you can do them with more consciousness of those listening to afterwards to the recording as well. So you know more about them. So the three examples I'm going to give speaking, coaching, group coaching, and and events Alright, so the speaking we'll put it like this as a speaking group delivery and,



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and no, let me say differently speaking.



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Which I'm going to, I'm going to call group lead collection.



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Let me say to you the way it is here in front of mine in front of me and my notes speaking which is group Lee collection.



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Coaching which is group delivery and events, which are group sales



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each time removed



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going from one to one to one to many in a very particular way. And I just so you start to have a mindset of well, how does this scaling and leveraging work. So speaking, I like to think of it, as I say, as group lead collection, or sometimes it's group low ticket sales. So here in stage two, we go directly to high ticket sales, a lot of companies fail, because they spend way too much time building the low ticket. And that's where it's way too hard. Start with high ticket, right? And speaking, we can either do as a group, low ticket sales, so make \$1,000 offer, for instance, in front of an audience, and everyone in every field has the possibility to do this, is it strategic or not, that's a that's a conversation, but everybody can do this, right? And, and then it might be group lead collection. So instead of selling low ticket, and I really recommend this, instead, you give something for free when you speak, then they're on your list. And this is such a better strategy, as far as I'm concerned. Then low ticket sales, let's say you're speaking in front of an audience of 100 people, and you make a sale. And you know, maybe you've done well, you've sold 15%, or 20%, or 25% of the room, this is really good numbers, 30% of the room, whatever it is, it means all those other you know, maybe it's 5%, maybe it's maybe it didn't go quite the way you wanted it to. And it turned out lower. All those other people in the room didn't say yes, and now you've lost track of them, you have no way to stay in touch with them. When you give them something, instead,



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give them your free gift. Now you're in a conversation, you're in a relationship with them, they're on your list. And now you can, then you could offer low ticket sales, if that's what you wanted to do, then you can decide, be you know, strategic, maybe you take them to strategy sessions. And that's probably what I would recommend and a one on one sale, and so on. Right? So speaking, the best way I like to think of it is group lead collection, I'm starting that's business language, in the language of heart center, you know, words, I'm starting a relationship with a human being that I could actually serve. And I've just been introduced to them. It's just a, an introduction. So I say, Hey, do you want to stay in touch and the way we do that is through a free gift, for example. So a



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couple of benefits of speaking why this works? You know, it's kind of like the next move from networking. I'm just meeting people in the room, when I'm speaking, I'm the person at the center in the room, in a sense, right? And so it gives me authority, it gives me credibility gives you credibility.



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It has you outlining your, what are your key points, what are the pain points of your ideal client, what's transmission you offer, as you're constructing your talk, you got to figure those things out. So it's great for figuring out what your message is, and being comfortable making offers to

people, gets you in front of your ideal clients makes you think, where are they even hanging out? So these are some of the great benefits of speaking. And you can think outside the box, I'm thinking for you Annamaria, for instance, you know, do you is there some way that you can speak at Horse, some kind of horse, show or event? And maybe that's not the only place to do something that we think oh, it's just that because that's the way people in our industry are doing it? And then I was thinking, what if you spoke

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at the opening of a fabulous film? Like right, a new box office like winner about horses? Who might be in that audience? Worse lovers, you know what I mean? So, I mean, just offhand, you know,

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I was thinking about Diane with Reiki. So, you know, you know, it could be somewhere where people are gathered in and around energy healing, but it might be at you know, because she works with kids might be at schools, it might be organic grocery stores, it might be yoga studios, where people who are attuned to you know, energy made me maybe hanging out and then depending on who your ideal client is like for you, Anna Maria, you know, what is it that's That's annoying. Your ideal client, what do they love? I NK are Yogi's, I don't know why it is, but they all seem to like a disproportionate number of them seem to love at least the ones that I've seen in large gatherings of younger Yogi's

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wine and cheese and dark chocolate.

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So tomorrow, we're trying to do something around iyengar yoga, maybe what if I went to a chocolate thing? And what if it was chocolate and health and movement? The thing has nothing ostensibly to do with yoga, but I might find a bunch of my people there, right? If I if that's what I was doing, right. And I'm thinking outside the box. So, you know, I currently Where do people who want design and are you know, where are they hanging out? Where is it that you could meet them? Where is it that you could be in front of them? And are they at? And maybe it's not the people themselves, right who are designing the house, maybe it's the contractors. Maybe it's the you want to be in front of some of the vendors who are a CIO

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ciated with that, right? And then when you're in front of them, they become your referral partners. Right. So, so where are

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you? Oh, you know, actually, I'm thinking about you and Jonathan, were the people who do architectural lighting hanging out. Well, all those people need an architect.

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Same circles.

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Overlap. Yeah, of course, of course. But, but, you know, then when I'm because I'm thinking about lighting now. So because sometimes that's that same thing like Annamaria, thinking that she's going to a horror show versus a horse movie, you know, I could open up all kinds of things, right? Thinking outside the box, or in terms of speaking, it might go, you might go directly there. Maybe Annamaria doesn't want to talk about horse show, but maybe there's other places too. And for you as well, like lighting? And I don't know, but you know, and when you put your when you think about it, and when we dive in further lighting, lighting, will lighting stores, people are lighting their houses. And so that for me, and again, I think about Jonathan's work for this right? So you know, lighting stores, but anybody who's hanging, you know, hanging around lighting stores are hanging around, you know, I don't know what like, let's say some a home, you know, bathroom, like high end bathroom, you know, supply stores that have beautiful.

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What do you call it? Like?

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Accessories, what's the

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fixtures and so on? Like, why are people even there? Why are they browsing in that store? Well, because they're thinking of remodeling something. So maybe they're, and there's other pieces of it. What are people? Where are people hanging out? When they're trying? They're thinking about, you know, knocking down? what's already there, and then building something where do those people hang out? Right. So and then, you know,

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if it's a high rise, well, do the I don't think that this is the theory, but it might be like thinking outside the box like the people who are you looking to live in a high rise? I don't think it's this but you know, it's like, but they who are they meeting? Maybe they're going to all these venues!

but you know, it's like, but they who are they meeting? Maybe they're going to all these you're I don't know, I'm just like don't don't reject ideas offhand. And think about where could they be that might be outside the box? And so speaking, and the fact that thinking about well, where do I want to speak makes you think about this is this is the the illustrative point where your ideal clients may be hanging out itself tells you more about who your ideal clients are. So even the thought of speaking,



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helps you start seeing at a more in a more at a more nuanced level.



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Where you're, you know, who your clients are, and what they need. And



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I don't know. And again, it's not not what you're designing right now, Carly, but St. Like, if you're designing schools,



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the teachers know exactly what's wrong.



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And



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may lead you to a connection to somebody who would introduce you to, you know, so and so speaking in front of the if it were schools, you were designing, speaking in front of the parents association might have just the connection that you're looking for, strangely enough, you know, so not to,



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not to rule things out. So



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then, so speaking, resources we have for it, I'll talk about when to do these things afterwards.

But we have resources in our community, we're not posting a lot of stage three resources, but we have them available. I want to say this very clearly. So we have you know, trainings on this from stories that sell now a whole workshops on it, and what we use called practical applications. And you know, how you create your talk and, and recordings of detailed trainings on your talk, and so on. So when you're doing that, ask us for those resources, and we're happy to share those with you, and, and the how to do it. Well, often, a great way to do it is find the audience you want to speak, to speak in front of speak, give a free gift, you need to have an opt in page for that some way they can opt in, and then it goes to strategy session. So just the bare bones of what it is, how to do it, and why you might want to do that.

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The second example, so again, as a group lead collection, instead of networking, where you're talking to one person, and that one person might want to talk to you and then you go to connect your call right

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at this second example, where we can leverage and scale so we don't just hit that ceiling in coaching is group delivery. And,

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and oh, we think it was a great example from you last week currently in this because it's like, well, I can't see how that could happen. That oh wait, I'm already doing it in my company.

 34:59

So

 35:00

We'll look and look, again, each of these things when we look outside the box is possible for us. And then is it strategic? Do we want to do it Measure twice, cut once come and ask me lean in with the community but, but don't out of hand reject any of these? Because sometimes it's like, well, nobody does it that way in my industry. Well, great, then you're the first. And some beautiful things happen when you break something open in the industry. Hi, Marie. So great to see you here. So for instance, Anna Maria, you know, of course, my friend, Karen, nobody was teaching online with horses when she started doing it. Because you can't teach online with horses, you need a horse? Nobody's doing that that can be done. Well, she did it. And now many people are doing it. So group delivery make a will, but I can't deliver in a group because I'm nobody here is this but could be like a massage therapist? Well, what are the you know, maybe there's something around partner massage that you could teach, right? For example, if you're a massage therapist, right. And you you hold a workshop where you you have people enrolled in



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how to do partner massage, and then you deliver that. So maybe you're a massage therapist, but there's other things that people are seeking when you're a massage therapist, and how can you deliver it to a group. And



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so there's always a way to do this, if it's possible with massage therapy, which is hands on one on one, there's, there's always a way to do it. And you can do this, if you've got two people and you're talking to them separately, you can put them together in a room and now all of a sudden, you've doubled the time available to you. So think about ways where you just putting two people together, when you're delivering something, maybe there's an there's that, hey, this is what I always show people, I think about you Carly with something about color or something about design something about sound something about and, and there. And again, it might be well, but nobody does that in the industry well, is a strategic I don't know yet. But know that that's accessible to you. And that the idea that you come up with over there may feed back into what you're already doing in stage one and stage two, that will have creative new ideas that are truly outstanding in your field. Right. So group delivery.



37:26

First example is speaking group, Lee collections. Second example, coaching, group delivery, third example, event group sales. So all these examples of not growing, but instead scaling and leveraging. And so an event that's Group Sales



37:42

benefit to this is you get to make an offer one to many. So again, you stop that a bumping into that ceiling of your time.



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Because instead of making an offer to one person, it could be 10 person, it could be about 2000 people.



37:57

Some of the advantages, they get to interact with each other, they learn from each other, you can have multiple people at different levels together as well. And they'll learn from each other. And, and as with speaking and coaching, anytime we start to scale and leverage, it forces us to know our work even better.



38:17

Because as soon as you're talking to more than one person at a time, you have to know your ideal clients so much more deeply, you have to know what their common issues are, you have to know how to adapt it to this person and this person so that they can both hear you on the fly. So we develop those higher level skills. As we do this. And an event, I don't recommend that you do any of these early on or without checking in it is stage three work. But you can start to do it in



38:49

sometimes in smaller ways that are actually quite manageable. So the first event that I did with an offer it was the predecessor of story freedom, there were two people in the room. And it was goodness it was about nine years ago. And with two people in the room and I made an offer just to practice. Because I hadn't done an event. I've held lots of held lots of events, but I never made an offer an event before nine years ago. And I was shocked and delighted because they both said yes, I made \$13,000 And you know that one of them had told their friend about it and three people enrolled. So so



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you can do it even with two people. For example.



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I held a week long retreat in Mexico for many years. And the very first year that I held it, I held it with two people and and it grew from there, right? So



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you can think outside the box again, an event where you have group sales, could be two people in your living room for a workshop in an afternoon that has an offer at the end and you can adapt to these things. So again, currently I'm looking at you and think about while you've done not done in my industry, right? But it



40:00

And either way that that might get adapted could be. It's like event but it's a glass of wine with two potential clients where you're chatting about stuff in an evening, that's a like a little mini event, where each of them goes to strategy sessions, because they both are going to want proposals from you and work with you. And then you go into a separate conversation and the thing that yours, the thing that you're offering in that event, is a strategy session. So every one of these ideas is adaptable and scalable. Do you get what I'm saying? Like we can do it in a small way, we can do it in a large way. And just don't, don't aim to do the I know I've said it

over and over. But don't aim to do it in a big way too soon come and ask and really stage one and stage two come before stage three. But when we know that we're headed to stage three, we build the differently because we begin with the end in mind. So for instance, if we have



40:57

think again, about Diane, one on one Reiki sessions until we're blue in the face, and we can't, we're so exhausted, and now we're trying to scale but we don't have any room even in our you know, like why don't we think about scaling before we hit that ceiling and burnout, right? If we know where we're headed, true and true in every business, not just not just for, you know, Reiki practitioner, for instance. All right, so that was speaking group, Lee collection, coaching, group delivery and event group sales.



41:27

When to do this,



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before an event, I would say at a very minimum, come and ask come and ask first, but you're gonna do an event, minimum of that you've graduated from stage two. So 30, or \$40,000, earned from High Ticket Sales before you host an event. And then even if you have come and talk to me about it, because it might be strategic or something else might be strategic. But and for some, you know, this might be,



41:54

you know, one sale for somebody, right? This might be one part of one sale for somebody, and then like Carly, it might be that little mini event that you do that could be highly strategic. I don't know if it is or not, we could chat about it. Right? So but at least 30, or \$40,000 earned. Because we don't want to host an event and have an offer that we don't know if it works or not. It's energy to create that energy better spent one on one in a strategy session.



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When to do this for speaking, speaking could be sooner than an event. But you have to have heard of high ticket sale first.



42:32

Well, let me think here,



43:04

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it would be really good where your energy should be spent is, is in those strategy sessions in those high ticket sales? Some people's Okay, do you want to come and talk in front of my you've gotten invited? I was like, no, no, I'm sorry, I have to make my high ticket sale. First, I don't mean that you just got invited, go ahead. And you're collecting leads, and now take them into that offer. But as soon as possible, you want to have that high ticket sale in stage two, because then you know where you're headed with them. So you want that that's why staged right at this center of stage to step into your big self know that you have that know that you can do that. And then your speaking becomes so much more effective. And what I'm trying to help you not do is what I mentioned this last week, one of my mentors friends did was in was interviewed. I can't remember where it was no, but was in front of an audience of a million speaking and received zero business from it. Because the back end wasn't built, didn't know where she was taking people, a million people. So what's the offer first, right? And then coaching, you can start to do this once you're working with two people. And you're working with two people. And the example I gave was Carly. Oh, you're not even working with them yet? Maybe right for that. But let me give a different example. With coaching. You're doing private work over here with this person, private work over here with this person. And it could happen very, I think of Carly, because sometimes there might be well, how does this apply over here? And that you're doing this work with this person you're doing with this for work with this person. And it might come in a very offhand way, like, hey, one of my clients was asking about X, Carly, you know, color about sound. And we're meeting Tuesday night at such and such a place. We're just going for a glass of wine, sparkling water, I don't know whatever you go for, right? And I was gonna tell them just a little bit about color. And besides they have a new cat and I can't wait to see their cat do you want to come? Or whatever it is, right? They can and then you are doing that same thing. They don't experience it in that way. This is coaching two to one. But now this person was asking about about color. This person was asking about color. And then who knows what happens in that conversation. These two people talking together. It's like, oh, yeah, Carly's amazing. And she's doing this for us. And by the way, I forgot but as I'm meeting and talking to someone, so that reminds me of this other so and so that you should meet because I think you should do this project for them. So I'm using Carly. In this case, he was an example because some of these go with how do I do that? But every field the

45:00

Here's work, right? Every field of these, these have applications.

45:05

Any questions? So this is I just wanted to do.

45:08

Last time we were doing the 8000 foot view, we gave a bunch of different examples of ways to leverage and scale, I want to go into a deeper dive into three of them. So we could see kind of when we might use them, how they might work, how they might work in different fields and

different scenarios. Any brief questions here, there's some definitely more deep dive training I want to give you but anything where you went, Oh, I'm not sure about this. Or I just want to quickly ask about how this applies over here. Anything like that?



45:38

I'll clear and not from you and right. Yep. Carly, go ahead.



45:41

I'm still kind of formulating this question. But I think part of what I've noticed in my industry is that it's good to be in touch with sort of like the middle person.



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Because access to the decision makers is controlled, very controlled. Absolutely. And, and so I kind of, I guess, if you have any thoughts on ideas for that part? Yeah. Well, then the operative question is, well, where are those people hanging out? What do they love? So they become?



46:13

A is one yes, at a time? And they become that first? Yes. So they're your, they're your person. And so just all the same things kick in about, you know, knowing your ideal client, the way JK Rowling knows Harry Potter, right? Who are they? What keeps them up at night? What are they thinking about? Right? And can you give us an example of one of those middle people like give us a description of one of them. So we have something really tangible to work with.



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Like Construction Manager for like a hospitality project, where they're the ones that it's going and talking to, like the owner of MGM, for example, and presenting on your behalf,



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in but their, their interests are, are narrow, versus the owners interests are, are usually much more diverse and broad. And so making a relationship with the construction person, it's a very different relationship than will ultimately the relationship with the owner would be. So I struggle with, you know, like, I can connect with that construction person, but they're not necessarily interested in a lot of things that I can offer. Because they have their own agenda. That means yes, for sure. And so it's seen through their eyes point of view that we've studied from story right, seeing through their eyes, and what is it that



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is bothering them? What's keeping them up at night, and one of my friends, dear friend, her husband, used to do used to be a construction manager. And so I've had long conversations with him about it, not thinking about it in this context, right. But

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you know, what was his life like? Well, when they're bidding for, and you would know more about this than I would currently, but when they're bidding for a project, and then people under bid, and then it costs more than that, so and then trying to find the right people to work with them a lot of nods for me, right. And I, I know about it, because I know my friend's husband, right? And so what is it that's keeping them up at night? And then where are they hanging out? And one of the things that, that he used to do, it just so happens that that's who he was, he did construct a you know, he was a construction manager, and he also worked on the search and the volunteer search and rescue team. And I know he's done other kinds of activities, like, volunteered for things like that. And then, um, one of my uncle's did a lot of construction work as well. And a very different kind of

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level of projects that might then my friend, friend's husband worked on but

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But thinking about, like, what keeps him up at night? What would engage him in the conversation? Why would he?

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Why would he care to have a conversation about you? And what would what you know, with you, and why would it matter? And, you know, my, I think about my uncle, and he's very down to earth. He's very practical. He's very, like, bottom line, get it done seeing lots of nods from you, right? And, you know, where did he hang out? And


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I can tell you, he wasn't at the opera. He's retired now, right? He was not

49:23


he was not


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 49:27
in my yoga class.


 49:31
Very practically minded

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and

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did a lot more of just, you know, what they like to do is gather like that a ranch and they gathered around the fire pit and, you know, hung out and sang campfire songs and that's much more the kind of person that and actually when I think of both of them together, so do you see on my mind is working around this? Who are they? What do they care about what keeps them up at night? And is there a way

 50:00
that if you win, you can see through their eyes, if there's these, you know, other companies, construction companies that are somehow under bidding, so that you can't they can't even afford to make the real bid, but they don't know how to say to that person that, you know that their field more than I do I know from them. Right. But what keeps them up at night? Where are they? And, and I know that when they did this, you know, singing around the campfire, a lot of other construction managers, you know, people in that industry, were there around that campfire, too. So where is that campfire? And you can even talk to them? Hey, where do you spend, you know, casually, you know, or go go for lunch with them is like, what do you like to do? Where do you hang out, and they will have the answers better than I will. And then as you

 50:49
all the same things that we talk about in different parts of this community kick in? Do you know, what keeps you up at night? What, you know, what, what problem are you trying to solve, and as you, it might be some piece of information, something that you know, that if you can save them time, if you can save them energy, if you can help them, you know, and I'm not saying that all of a sudden, this becomes your project and your job. But you know, things you have access that maybe they don't have in ways that you don't think about.

 51:18
And you save them time on the job, you help them find out where they can hire people better that you know, just little things that because you're in the industry, but sitting in a slightly

different place, you might know that everybody around you knows every other even architect knows, but they don't bother to sit and talk to that person.

 51:34

All of a sudden, they're like, Oh, my God, and they've and then on the other construction matters, like you got to talk to Carly, because she actually sees us as human beings. She's not just you know, and we're not a means to an end. And she's also just, you know, she's a human being. And she knows about this and meet her. Do you know? Does it give some ideas? It does happen? Yes, yeah.

 51:54

Yeah. And it reminds me a little bit of my dear friend, Larry, who's an engineer, and would always get amazing projects to work on and, and people loved him, people promoted him people, just amazing soul. And one of the reasons he was so outstanding in his work is that people that he worked with were actually, you know, sometimes on assembly lines doing different things, he would actually go have conversations with them, and go, Oh, that's really cool. I don't know anything about that. How do you do? What are you doing here? What do you know? Like, how does this work? Can you teach me that?

 52:26

They and it was genuine, he loved them, he knew that they knew things that he didn't know. And just you didn't even come in knowing anything? The same thing, right? But and sometimes when you work in,

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it can be very hierarchical, too, right? Like the construction person versus the CEO versus, you know, just somebody who actually speaks to that person as a human being. Right. Right. All of that can go a long way. Carly, does it give you a few ideas? Yeah, and then follow up with other questions about it. And that's so great is because it reviews a lot of the things about,

 53:02

about ideal client about that person's pain about the real conversations with real people that we have, and so on. Right. And, and, again,

 53:12

why stage one and stage two are so important. Because if we leap over to like, it might or might not be strategic, Carly, for you to address the, you know, construction managers, Managers Association of America, wherever they are meeting, you know, maybe that would be

strategic, maybe going out for a beer with one of them instead, is more strategic for you to know. So it's making a choice when we can see when we think about growth versus scaling and leveraging and stage one, stage two stage stage three, we can make choices about how we use our time, right?

 53:47

Okay, really, really good. I see you nodding. That's fantastic. All right. So where I want to go to now because still some things that I want to share with you what to do before this. So I gave the examples again, and there's many examples but speaking, coaching and events, group lead collection, lead collection is just an lead from business terms, you know, it's a person who is a potential client and we are collecting it sounds so

 54:16

nuts and bolts it you know, but it means a real live human being that we've entered into relationship with maybe they're on our list now. So we can start to chat with them and in email ways in different ways, and can eventually they may be the person that we have a conversation with, or they come to do the work with us. Right? So group Lee collection, group, group delivery, Group Sales, when to do this, after stage one and two.

 54:40

After some rare exceptions, we bring something things in right. We need to know our vision from stage one in order to get there we don't even know what the vision is. And but understanding these pieces about stage three can shift our vision.

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And one of my clients from years ago, she tried to create her vision but but


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She created a vision of growth without scaling, I can use those words with us. Now she didn't know it. While she was doing this, she was just going to do 10 times the work so she could grow her company. And she kept running into a block, because her body wouldn't let her. She didn't want to be working 10 times as hard, she was already working really hard. So not understanding what you understand now was keeping her from creating a vision that she loved. So what is that vision that you love?


 55:28


And then stage two, how do we step into that big self and actually embody, it actually haven't happened? Well, I would love that someday. But I'm afraid to talk to a live human being going


out there doing it, talking to people making the offers standing for it, knowing the value, knowing Yes, you want to work with this person, no, not with that person making the choices all of that stage to work. So we do this after stage one and two. And we want to focus in the last stage went in two places on those one to one things that are very highly strategic for a long, long time in a company and we don't neglect them, even when we're leveraging and scaling. Networking doesn't end because we're networking and scaling. Does that make sense? We're still going to do strategic one on one things, we might be networking to a different end. At first, we might be networking to meet our client, a potential client. Later on, we might be networking because that person has a stage that we want to be on. Later on. It might be somebody who does the back end of events so that we can host our event so but the networking is the one to one doesn't go away.

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So

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networking, doing one on one work, creating your free gift, these are some of the introductory things that we do in order to

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grow our company and have the foundation for leveraging and scaling. So if that makes sense, just nod for me. This is all making sense. Fantastic. I wish I knew this in 2007. You guys I really wish I did. I know it took me a while to really understand what was going on my background was in business. And the and I just it took a long time and understanding this can cut years off your journey. So

 57:11
then this, I want the rest of the call, I want to kind of set you off. Anything else that we really, oh, yeah, I'm gonna talk about team building. Oh, my goodness, I'm going to spend a few minutes on that too. All right, I want to make sure that I set you up really well for the call with Amy on Tuesday. So And remember, you can come back, it's not once and done, you can ask questions in the q&a calls, you can ask questions in the office hours and see how it applies to you.

 57:38
So I want to pull back from stage three, and go back to what is the shortest route to Strategy Session, because that's always what we're going to do. That's always where we want to go. And here are an AMI is going to give you some online resources to make straight decisions easier. So you can start to leverage your time. So first, we do it with our own energy. And again, in different times in our lives, this still happens, we're still going to use our own energy just in

strategic different ways. It starts out how we get to that strategy session by You, yourself. So first, you need to know your like we talked about you need to know your ideal client, where do they hang out? Then you go networking where they are, you have a connection call with them, you book the appointment with them, because you're talking to that one live human being right? Then maybe after you've booked that call, you might have some follow up questions that you might email them or text them. So all of this is happening through your efforts, right? Then you're gonna send them a note, confirm the appointment, hey, you're still coming tomorrow, right? You meet for the strategy session, you hold the strategy session. And if they're your ideal client, you start the work. So can you see all that can be just you and you can you can grow company to multi-millions even doing that, if you're doing consulting, and you're working with people, and here's \$100,000 package, and here's \$100,000 packages, high level consulting. So don't think that this is just small, this can grow hugely.

 59:09

So it starts with yourself and your own energy.

 59:13

And then you can start to use online resources to use less of your energy and get the same result by some structures that Amy can help you with. So that networking connection call to strategy session that I just outlined, and it's making sense to you right? Next one, we start to borrow time in a sense by building some things online. Instead of the networking to connection call and so on it might be you have a free gift,

 59:42

an opt in page. So then instead of like getting to know them as much through a connection call, or they're asking you things you're getting to know each other. They have a free gift they where they go, Wow, this is some great stuff. I would love to talk to you. So you've skipped your own personal work.

 1:00:00

I'd like a personal one on one time, because there's a free gift. Currently in your field. It might be samples, it might be other projects you've done, it might be things that they wanted to learn about color, I don't know. But there's always, always a way to do this, right? So a free gift and an opt in page. And then they've got the free gift. And then instead of that, chatting with them, that would happen. We have an email sequence,

 1:00:25

hey, you received this? And the first email says, Did you even read it?



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Don't forget to read it. And then you and here's the link again, in case you lost the link, then the next email might say, did you notice what I said on page two? I want to tell you a bit more about it. Here's why this matters so much. And here's what happened to Susie, by the way, do you want to meet with me and see how it works for you click here to book a strategy session.



1:00:49

So you have an email sequence that you would use your own voice and conversations in with a live person to do before you're leveraging right, the email sequence starts to allow you to be in more places at once, basically, right.



1:01:05

So you could send that email out to many people that that you know, that sequence could happen to you know, they get the gift, and then they get that email sequence, it's not your own energy. You can have a survey before your strategy session, that's a strategic thing to do. You don't build it all at once. You can do it without any technology, except zoom or a phone call to start. But then you can have a survey. So we have a survey for our strategy sessions. We didn't have this at first, the surveys the questions, you'd probably want to ask them, but it's not your own time. Now they're there because you've asked those questions over and over again. So you put it in a form. And it both gives you a jumpstart for the call. And it has them starting to think about that.



1:01:47

Their pain in your area.



1:01:50

So you know, Anna Maria, it might be



1:01:59

Have you ever felt right direct? Have you ever felt scared of your worse? What have told me about it, you know, the very same thing you would ask them could go in the survey? Or it's like how long have you been? You know, those basic questions you'd want to ask them? Right? And that starts getting them to think about it, you know? And if that feels too direct for them, it might be what, give me an example of a time when you felt uneasy around your horse. What made you uneasy? It's Murray's, like, exactly how long have you been wanting to write? And, you know,



1:02:31



what have you written so far? What have you wanted to write? But didn't? How come



1:02:36

with Carly a survey might be?



1:02:47

I have an idea. Yeah, go ahead. Tell me. Um, what about something like, give me an example of a of a project that you worked on? That didn't go the way that you want it to? Something like that? Was it? Okay? And what went wrong? And what would you love to see different? Okay? And tell me about



1:03:08

a website design can be a little bit like this, too. It's just similar. It's designed, right? Give me an example of three websites that you love. You know, there's a similar thing here to like, give me a, an example of



1:03:19

a part of a project that you've been involved in, or when that you heard of that, or a building that you just love and why or something like that, right? So the questions that you'd want to ask them, you can ask them in that survey.



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And then you can instead of booking is okay, tell me what time you want to meet, you have an A calendar that allows them to book automatically, right? And then, then you can have an email sequence that follows the booking instead of calling them up and saying, Hey, remember, we're meeting tomorrow, a reminder about the strategy session and why they're coming and how to prepare for it and confirming that they're attending. So and all those things, Amy will help you with what are the most strategic things she can start to?



1:04:03

These are not huge leverage and huge scaling, but they start to use those ideas to gain you back more of your own time. Does that make sense? And they and they want you want to be aimed at stage one and stage two, what's the vision and stage two going out there? And actually working with those ideal clients and they help serve and support you. We're offering some ideas from stage three. Does that make sense? Yeah, really good.



1:04:31

I just want to tell you a couple things about team building. Yes, we will not have as I suspected already, no time for questions. But we have you know, structured in lots of places where you can ask questions, team building.



1:04:43

That's also a way to gain back your time right? You replicate yourself like when I was doing the behind the scenes in my website. I shouldn't be doing that. Amy shouldn't be.



1:04:53

So who should your first or second or third or whoever your next team member who should be think about what



1:05:00

You're doing that you really don't want to be doing.



1:05:03

Get that off your plate.



1:05:05

Think about how do you value your time. I've mentioned this a few times last few weeks, one of my teachers said anything that's \$100 An hour or less, outsource it. That's a really nice benchmark to think about.



1:05:20

People collecting your garbage people, you know, doing your dishes, people, you know, in your household to groceries, have groceries delivered to my home, we don't measure we don't value our own time that it takes to go get those groceries for instance, right.



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And you know, you know that you're valuing your time at \$20 an hour or so if you're doing your housekeeping yourself. Big one for women, particularly men too, but Right. So



1:05:47



1:05:47

what tasks do you want off your, your plate so that you can be in your zone of genius? What are the things that are



1:05:56

annoying you and draining your time and energy and you can track your time see where you're actually spending your time? hire somebody to do that for you. And that's the great thing about high ticket sales to have one person enrolled two people enroll you already can hire somebody to do that for you one sale, right?



1:06:16

And how to find them, you can ask around like with Marie. Oh, fantastic. Mary Kay gave you a great lead for one of your team members, Marie,



1:06:24

know exactly who they are, have a vision of them. And stage one visioning will help you with that.



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And then if you need some tips with how to interview people asked me about it on a call. And I'm not going to go into that here. But there's tons of ways to make sure you end up with the right person and not the wrong person and how you can find out who that person is a lot that I can share with you about that. So just ask me and I'm happy to share that with you. What to do if you haven't got that yet volunteers, students at your local college part time people, family members, my first retreat, my dad photocopied things and put things into envelopes for me. Know that there's multiple ways people are around you. They want to help you. You don't have to be alone, and you can hire sooner than you think. All right. So I know that's already the end of our call. We've got three minutes left, just a couple of reminders, story freedom again, before tomorrow, make sure you register yourself. Story freedom live.com, forward slash special VIP, so that we know you're coming and we can send you the box and time for you to use it. Also think about who is who do you who do you know that you want to have a 10 story freedom with you, beside you.



1:07:38

Because we are gifting you with that one ticket for that one friend,



1:07:44

or colleague or acquaintance who do you know that could really benefit from being in that room? I know there's going to be our best story freedom ever, ever, ever, ever. So think about

room? I know there's going to be our best story freedom ever, ever, ever, ever. So think about it and and let them know. Let them know it's a wonderful gift to give people too. It's a it's something that

 1:08:04

it's a beautiful gift to give. If you know somebody who can uplevel their stories, who's next level and businesses waiting for them their super heart center entrepreneur, and they could use this work is a great deep dive way in three days to access this.

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Remember getting Amy's call on the calendar and Marie's call on the calendar. Thanks, Marie. So great to see you here.

 1:08:25


And let me see Oh roleplay on the calls. We started doing this with a thank you Anna Maria. So we started doing role plays for strategy sessions. Heidi had asked about it, we did it with Anna Maria on the q&a call. We can do that. No, that's one of the things you can ask. In the q&a calls. Michelle, I've got this, you know, strategy session coming up. I've got this talk coming up. We've got different things we can do. But the strategy sessions is where we've gone to. I don't know how to do this part of the conversation. Let's roleplay it. Right. So that's a great way to use our q&a calls have posed the question beforehand. And we can play with that. We did an amazing job with that on Tuesday. All right. I think that's it for today, because we are at like one minute two. So one, aha, one inspired action. And then if there's any burning questions, I'll stay for a couple extra minutes if you want and you have a couple minutes to spare. And then of course there's those other times to ask questions. Implementation call next week, you can ask Murray about it. And also

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lean in with the community. And of course, come to story freedom, lots of places for questions there. And they'll stay a few minutes after if you have any questions. Alright, so one hot one is production who'd like to go first?

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Annamaria Thank you.

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Is when one yes at a time, one on one.



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And again, know your ideal client? Yes.



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The ideal client Yes. And Annamarie you know from listening to Heidi's call on a super rock



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Mendut for those listening afterwards, it's in our resources, probably straight freedom Academy. Just a close kiss as cold with Heidi was to our call. And sometimes we hear these words know our ideal client. But like Heidi discovers, like, I thought I knew that this is how it happens on the court. Oh, my goodness, like super eye opening. So yes, one yes, at a time that applies one to one and how powerful that is, even to growing our companies to a huge extent. And that that skill doesn't go away. It feeds right into like, which we cannot scale and leverage without without that work. It's foundational. Thank you, Anna Marie, beautiful, and then when inspired action,



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might inspire action is I



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want to review these two last trainings. Yeah, fantastic thing to do, there's more here than you can, then even then I would, if I listened to it, I would hear new things. And I'm you're training, right? So it's jam packed. I wish I had this in 20,007. And this could save yours, off your journey in multiple different ways. Seeing where you're headed, how that tweaks, your you know, shifts the dial on your vision, even in stage one, the excitement enthusiasm for what we're doing in stage two, because knowing where we're headed, so we don't feel so overwhelmed. And we know that we can scale and leverage and more excited to jump in. And the sooner we do that the sooner we can leverage and scale, the easier it gets to write. So fantastic. Thank you for that. Annamaria beautiful, curly one, AHA and inspired action.



1:11:35

Well, I think aha was our that I am practicing a lot of these things already. And I just wasn't connecting a lot of it, I guess.



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So that's good. So that feels really reinforcing, you know, that I am headed in the right direction. And you know that just feels good. So

direction. And you know, that just feels good. So



1:11:55

and then uninspired action, I'm gonna give some thought to this survey idea. I kind of put my clients into buckets, there's like the high ticket, but there's like, the medium ticket and the low ticket, low ticket are like 10,000, and under, but they often end up taking a ton of time just to figure out what the person wants. So I think I might use this survey strategy



1:12:18

to help cut down the time because I do need, I do need some feed of that area. And I like to have a diverse group of projects on time. So I like that survey idea. Carly, I love this. And it's such a great idea of any one idea from so much. I know that I was training really quickly here. One idea applied, this could save you hours, this could have you focused so that you're not losing time over here. And this this could be like what if one high ticket client for you, Carly came in? Because you didn't spend your time over here? Because the survey did the job? This could mean That's exactly 1000s for your business? This one idea? Yes. And this is that's exactly a piece that I need right now. Because the those smaller projects are becoming a hindrance sometimes, but they're their contractor clients, and that they're giving us a feed of people. So we don't want to say no,



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you know, but cutting down the time, I think that would that would be great, because there's so much information that they could give me ahead that I don't need to just painfully pull them over, you know, a whole bunch of stuff, you know, send me your current information and all this. Great, fantastic. This could sit because of the carving out of time, that then allows you to be working with a high ticket client. Again, this could that one idea could have generated hundreds of 1000s for you this fantastic and also not to mention the shift in energy, though, lack of headaches around answering that question, asking that question again and waiting for them and upgrade all the headaches, all the headaches are in the front end, all the rewards are in the back end whether your front end is a free gift, or a \$10,000 offer for some depending on what the structure of your company right, but all the headaches in the front end all the rewards in the back end, building the high ticket first. And then using the strategies from the strategic ideas from what we've done over these last couple of calls, to gain yourself back to the time to do the work of stage one and stage two which is rare, the real energy is right to to find and work with those high ticket clients. That then allows you to scale leverage so you can see it all works. It all works together. Really fantastic. You guys thank you for being here. Thank you for an outstanding call. I just if you heard even one piece today and started applied and hear you you're doing it so beautifully. has the power to change every year. So everything for you for that next level for your company. So thanks for being here. Honor, an honor and delight to be here with you. I will see you in office hours tomorrow. And have fun with Marie next week. Make sure you register for story freedom and we always can stay in touch of course



1:15:00

In the program channel is an underused channel in Slack, right, what's going on in the program for you? What questions do you have for everybody? Remember, you have that as another space for asking questions and sharing ideas. The program channel is a great place to do that. So that's another place to play. You could post an AHA from this in the program channel, you could post a question, Hey, I'm gonna use a survey here. Where else could I use a survey? Hey, I'm thinking about speaking but I think it's maybe too soon. But maybe I could do it in my living room. What tonight whatever ideas that you want to share and get feedback on in the community, the program channels, so the places for questions to places for growth continue, week by week, whatever we're doing on the campus. So have a great, great week, everybody currently, I will see you just shortly, because we have a piece that we're doing. Thank you so much. We'll see you next time. Bye bye for now.