

# GBWS 2026\_Day 5\_Speaker Panel\_Transcript

[00:00:01:01 - 00:01:27:24]

All right. Welcome. If you're just popping in, we were just finishing up our wrap-up session and the amazing Dr. Leslie Davis was worshipping and singing us out of the worship or out of our time in the wrap-up session. It was such a beautiful, beautiful song. So thank you for being here and for sharing that. We put that YouTube channel in the chat if you want to grab it. I'll maybe link it also in the replays so that you can grab that song if you want to listen. I heard, I think Alyssa said we need that on repeat. I know, I heard it and I'm like, "Wow, I want to keep listening to this song." So thank you. Thank you. Speaker panel we're moving into. So speakers in a minute, if you can turn your cameras on so I can see you and find you, I'm going to pop you onto the screen with me. We're going to do some prizes and giveaways first. So anybody who wants to win a prize, pop your name in the chat. Pop your name in the chat right now if you want to win a prize. We have a few prizes left to give away. The first one is our VIP prize. So you did not have to be here to win. This is a six-figure strategy call with Gillian Perkins, one of our awesome speakers from yesterday. She talked all about what's working in YouTube in 2026. So this is a 30-minute session with Gillian. She's going to help you develop a strategy to grow your business to six figures over the next 12 months, using an automated sales funnel and evergreen lead generation system. So the winner of this is Servane Chow. So congratulations, Servane. I will send you an email on how to redeem the prize.

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And thank you for being a VIP holder.

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All right, we are going to give away another six-figure strategy call with Gillian as well. And the winner-- it has to be live, so someone who is here right now. And the winner is Terry. Congratulations, Terry. You have won this call. So what I need from you, if you are able to, we'll look for your email. But I think we only have your first name. So we may not know who you are. So either DM Rich and give him your email. Or if you want to just email us at info at redhotmindset.com. And then our next giveaway, we have two of these. So two more prizes to give away. Woo, woo. And I saw the amazing-- Lissa is here with us. Lissa is one of our day five speakers. If you haven't listened to her talk yet, I think it's the first talk of the day. But she is our time management-- well, untime management, right? It is all about ROTI-- return on time invested. How do we invest our time well? And how do we do that for the kingdom? So she is giving away her redeem her time planner. And it's a face-centered, undated planning system designed to help Christian women steward their time with intention rather than simply managing tasks. Built on biblical principles, it guides users to refocus their attention on what matters most, align daily life with God's calling, and track growth in heart habits and goals throughout the year. It has weekly and monthly spreads, space for reflection, evidence-based exercises. And it equips you to live each day with purpose, make meaningful progress toward your priorities, and

see a greater return on your time invested. It also includes the redeem her time essentials digital course and intentional bonuses to deepen your understanding of time stewardship. So it's a \$67 value. And we have two winners. The first one is-- I might biff this name, so tell me if I'm saying it wrong. Is it Kaitin or Katin? Katin or Kaitin?

[00:03:27:03 - 00:03:36:23]

I don't have a last name for that, but you are the winner. Awesome, exciting. And then also Carly Zach. So both of you have won a planner from Lissa.

[00:03:38:05 - 00:06:50:24]

And we will get that how to redeem to you as well. But either DM Rich your email, or you can email us at info at redhotmindset.com. So one last shout out to our legacy sponsor, Dr. Leslie Bayless Davis, who you just saw, who has multiple talents, not only as a voice coach, but also a worship leader. She's the founder of MindShift Leadership and Learning and the Authentic Voice Leadership Program, where she empowers faith-driven leaders, entrepreneurs, and performers to align your voice for authority and impact. She has her three-step guide to developing a voice that builds trust and establishes authority. And we'll link that in the chat for you. Go give it some love. Grab that resource. It's going to be super helpful for you, I know, because she puts her heart into everything that she does. Shout out to all the other speakers-- or all the other sponsors from this week, the Brand Collaborative, Linda Handley, LLC, Virtually Structured, chelseajo.co, A Unique Perspective, Love, Seven Grace, and The Action-Driven Collective. You'll find lots of good swag inside of the swag bag for you from the sponsors, lots of free goodies. So go grab those. Give them some love. All right, without further ado, I'm going to start popping these speakers in here so that you can see who all is with us today. And I'm so glad we have some new fun faces here. I see Mary Kay is here with us. Lissa is here with us. Lissa was here with us earlier this week. Sandy Cooper is with us. Michelle's back. Out Dan's back. Awesome. And then I see Chrissy-- oh, Chelsea. Chelsea's here too. Awesome. OK, let me see. If I don't have everyone-- I see Nina's here as well. Let me pop you in. I'm going to take my spotlight. I'm not going to be spotlighted anymore. You guys have seen way enough of me anyway this week. You don't need to see any more of me. So I'm not going to be spotlighted. I'm going to just be like the narrator that you can't see so that I can spotlight all these fabulous speakers. So what I'm going to do-- we're going to rapid fire. I want you to share your name, who you help, or how you help, what you do, very quickly that part, because we have lots of us. And then let's see. We're talking in day five. We're talking all about organization, marketing plan, strategy, all those things. So I think maybe your best tip or your favorite tip when it comes to goal setting or creating a plan or organization back end, all the things like the systems, the things that we need to run our business. Or if you want to say your favorite tip to get that stuff organized to scale, something like that. All of you have been amazing speakers. You all have brought some of this in there into your talks already. So it might be a regurgitation of your talk. I don't know. But I'm going to just popcorn to each of you by who I see on the screen first. And then after that, if anyone has any questions for these speakers, pop them into the chat. I have some questions I can ask as well. And we'll just popcorn. You guys can either unmute or just put your hand emoji up so I know you want to talk. And we'll just go back and forth. And we'll

answer a question. And we'll just kind of pop to the next one organically. So Dr. Leslie Davis, you are the first one on my screen. So if you want to pop on, share a little bit and your favorite tip.

[00:06:53:19 - 00:06:58:18]

Yes. Am I being heard better? Yes. I can hear much better. Yep. OK.

[00:06:59:23 - 00:07:05:23]

So I'm Dr. Leslie Davis with MindShift Leadership and Learning, and I help you radiate authority without being a jerk.

[00:07:07:01 - 00:07:10:05]

And my favorite tip on goal setting is, well,

[00:07:11:14 - 00:07:39:18]

it's changed recently because I'm learning how to let go of outcomes and focus on processes. And so this has freed me up so much to focus on the daily steps of obedience rather than clinging to control of some outcome that I really want. And it's not saying that I don't have an outcome in mind, but it's really freed me up a lot to say, what is my process goal instead of my outcome goal?

[00:07:41:08 - 00:09:37:02]

So that's my favorite right now. So good. I'm learning how to let go of outcomes and focus on processes. We just talked in the wrap up session we're doing like crafting your marketing strategy. And one of the things is like the big vision, cool. Like outcome, it could be outcome based, but like what we're doing needs to be focused on what's in our control, which is our actions and our attitude. So that's what we need to be goal setting around, right? Mary Kay, so glad to have you here. Welcome, welcome. Yes, thanks so much for having me. My name is Mary Kay Tiller, and I am one half of the writing off social duo. You'll meet Sandy here in a minute, but we help female Christian writers grow and nurture their audience without social media. And my favorite tip is not revolutionary for goal setting. I love to just think through my deadline. I pull out my paper calendar and I break it down into bite sized manageable pieces and I just schedule those pieces on a paper calendar. Very basic, but that is how I live my life and it gets me through everything I need to get through. I love that so much. I'm going to have Sandy go next, even though, Alyssa, you're on my screen next. But I have to tell you, this is a really funny story and it totally has nothing to do with a speaker panel. But I went to a networking event like a women's-- I don't even know if it's entrepreneurs, work-related business in Colorado Springs. I think this was last year and I introduced myself and someone came up to me and she's like, "Oh my gosh, you're Gabe Cox?" And I was like, "Oh my gosh, I don't know. I don't know who you are." And they're like, "I just heard your episode "on writing off social." She's a writer. And so she listens to you guys, but I was like, "Wow, that's being underground famous. "I like that." Because I mean, I'm going, "I'm not a big deal." Like, what? But I thought that was a really funny story. So totally squirrel moment, but thank you. That was really fun. I'm

like, "Oh wow, it's fun to get to know people "wherever you are." All right, Sandy, take it away.

[00:09:38:11 - 00:10:04:00]

Well, hi, welcome. I mean, thank you for having me and also welcome. I'm Sandy Cooper. I am the other half of writing off social. Again, we help female Christian writers grow and nurture their audience without social media. And I think my favorite time management tip is one I stole from Cal Newport in his book, "Slow Productivity."

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I tend to struggle with overwhelm. I take on too much. And he suggests to half your to-do list and double your timeline. And I live by that. Like, I write out my list every week and then I cut it in half and I double my timeline on everything. And then I'm exactly where I need to be.

[00:10:27:15 - 00:10:34:05]

Oh, I love that. Half your to-do list, double your time. Because it always takes more time than we think it's going to. That's so good.

[00:10:35:12 - 00:10:36:04]

All right, Lisa.

[00:10:39:11 - 00:11:57:05]

I'm the mute. Hey, you guys, it's been so fun to hang out here this week. This has been a great time and a good return on time invested. So I'm Alyssa Figgins. I'm the creator of the Redeem Her Time Planner and this way of approaching time in a whole different way because we're not here to just manage it. We're here to steward it, which involves expansion and growth. And it's been really fun. I've been having lots of conversations this week with Christian women business owners around their time and some are coming, right? Because so many of us desperately want margin in our life and we also want to maintain momentum in our business. And yet we have this like tug of war going on between being flexible and yet being structured and all the things. And one of the things that we've been talking about is if you don't decide your time, it will get decided for you, right? How many of us got to the end of summer and it was like, oh, well, summer got away, right? And we have the summer regrets. And so I would say like one of the things that I've actually did this week is I led a workshop where we took time to sit down and look at last summer and what didn't work and what we don't want to repeat and maybe some of those regrets that we had. And then we created a CEO vision for this summer. And I encourage them to think about business things and life things. And then from that place, now it starts setting their goals and creating their schedules. And it was just really interesting because women told me, oh my gosh, I've never stopped to like actually look back or let that help inform where I'm going forward.

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And so now we're building out, yeah, those systems and the schedules they need to see those goals happen this summer.

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I love that. What a great idea too, because I've never really thought about that like with summer just doing it for summer. What did you do last summer? What did you get accomplished? What distracted you like all those things and then planning for a really fun productive summer. Thank you. All right, Chelsea Jo. This is Chelsea Jo's first speaker panelist week. So excited to have you here with us. Now, just so you know, you've heard her throughout the week though, because she is one of our fabulous sponsors, [chelseajo.co](http://chelseajo.co), and she has been giving away an amazing workflow workshop. So if you are interested in the backend and how to run your life in business, she's your gal.

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Yeah, which is so fun. I've seen some of you guys come over already and just be involved in that workshop, which is really cool.

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So if you haven't watched it, please go over and watch it. It really gives you a very in-depth look at my operating system, which is what I do and what I teach. So I'm Chelsea Jo. I'm a wife and a mom. I have a 14 and an eight year old

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and I sell my life and business operating system. So I work with women who moms who are trying to work and juggle a life and juggle a business and be insanely consistent in order to seek growth. So that can be extremely overwhelming.

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And I created a very specific plug and chug.

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Here it is, put your life and business into it. And that's what I do. It's what I eat, sleep and breathe. That is inclusive of time management, task management, for what you do in your life and what you do in your business, because for me, they cannot be separated. I am a very holistic person. So wherever you take me, I am always a mom. And so obviously I am extremely system minded and I've been doing this for like eight years now.

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I have a really specific goal planning method that I call the stone method. And that is how I still plan out my goals. It's how I teach other people to reach their goals. But essentially for me, the big thing is I don't want things to be segmented apart from each other. Everything has to have a through line from the time you wake up until the time you go to bed all day, every day. When you're a mom and when you're an entrepreneur, you're constantly eating curve balls. And there is a really great way to reduce the number of curve balls that come at you so that the ones that you can't control, you truly can handle them and catch those curve balls.

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So they don't overwhelm you and they don't take you out because everybody knows at any given, whether it be summer or, you know, I feel like we hit summer as soon as we get out of cold and flu season. So it's just like one thing after another, after another, after another. And what do we want? We want to be able to keep up with the laundry. We want to be able to keep up with the emails from the school and we want to be able to keep up with leads and sales. And so, and providing for the people that purchase, right? For our clients. And so it's just, it can be a lot, but I think whenever we minimize the overwhelm and can be super focused, it's helpful. And that is what I focus on every single day of my life. It's what I juggle too. The same, in the same boat as everybody else. So thanks for having me. Yeah, awesome. Thank you for sharing. I love that. Michelle.

[00:15:36:05 - 00:15:53:20]

Gotta get on muted here. Hi, I'm Michelle and I help, sorry, my camera must've went away. I help entrepreneurs with their content, reviving it and refreshing it to make it lifelong assets for their business. So they're not constantly creating from scratch every single time.

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And one of the things for goals with me that I always ask, besides actually seeing myself visualizing that goal and completing it, but I also ask, am I truly committed to this? Like, is this goal a true commitment that I'm willing to give up XYZ for? Or is it just something that is a shiny object that I wanna be chasing?

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So good. Is this just a shiny object I wanna be chasing or is this fit in my goals? Love that. Question we should be asking all the time.

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Dan.

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Yes, it's time.

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My wife and I, we run audience industries. We've been doing it since 2008. I think we've been full time since 2013. We have 11 kids.

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So the business has to produce. There's a lot of bread and a lot of spaghettios.

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The thing that we do is we help people who have an actual niche, an actual business, we help

them create predictable and repeatable income so they can actually rely on their business and maybe quit the other job that they were doing, which you can't really do unless you have faith in the money that's coming. So we help people do that.

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And then my tip, and I heard all the rest of them, and I was thinking about productivity and I realized the times that we have lost productivity are the things that we try to help people overcome. So for one example would be one time the host went down, like the website went down and you know, that's a big problem. So that moment we realized, well, if your host goes down and your email and your domain are at the same place, then you also can't email everyone to say, the site's down, you've lost everything. So we now make sure that we buy email in a separate place than we have the domain. So that never happens. And then another time we were doing a presentation and the computer fell and the screen broke. And that made us realize, wait, we need to make sure that we don't save anything on the computers, we're saving everything like on Dropbox or you know, off the computer. So if it goes down and we can quickly go to the Best Buy, get another computer and we're back in business immediately, which means we don't lose time.

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So those would be my two things, is really think about what are your assets that if they went away, you would be out of business. And then how do you protect that? How do you build around that? Yeah, those are really good tips. So thank you for sharing. I didn't even think about the hosting thing. So that's really, really interesting. And 11Kids, yeah, it was in the chat, they're like, you just casually said he has 11Kids. I'm like, well, I'm sure after like eight, you just casually start saying it. But I'm like, none of us have excuses. If you don't have 11Kids, no excuses. You just kick those excuses to the curb, I love it. So, all right, Kristi. Now, Kristi is our sponsor of the day, virtually structured. So thank you, thank you for being another value. She was a sponsor last year too. She's a valued sponsor this year. She's put her heart and soul into the event as well. So I just want to say, I appreciate you. So take it away.

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Thanks, Gabe. Hi, I'm Kristi and I'm the founder of Virtually Structured where I help established service providers get revenue generating time back by helping them build custom operating systems.

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I think my tip would probably be clarity first. If you don't know what's going on, you can't fix it.

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Yeah, so good. I mean, clarity is huge, isn't it? (Laughs) That's what we need, clarity. And then you can fix it. And then you can build your systems around it. You can build your business around it and your strategy is so, love it. All right, last but not least, we have the amazing Nina Frohry-Pier. So take it away.

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Thank you and thank you for pronouncing my last name right. Yay! That's laughing very often.

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So yes, yes to everything that has been said, including dropping your computer. I've been known for spilling tea on mine. So I'm always happy when everything is in the cloud.

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So I think just in adding to everything that has been said,

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well, first of all, let me introduce myself, Nina Frohry. I cultivate good LinkedIn as citizens. So I'm sort of one foot in social, but not really. Cause I think LinkedIn is more of a networking opportunity than it is a real social, but of course it's also social. So, if you wanna hear more about that, please head over to my talk or my interview with Gabe, I should say.

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So the two things that I wanna add to this conversation is number one, there's a whole suite of C words that I think are really, really important when we run our businesses.

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We have heard the clarity. I think confidence is another one of them, but I think the most important one is, and it's not just, it's for,

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our entire lives is the consistency word. So if we have consistency in our lives, then we can manage so much more, including 11 children, which I can't even fathom. I have a fur baby, that's as far as I got.

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So consistency is, I think the key in everything we do.

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And then just for a simple productivity hack, a lot of us business owners have ADHD. I think that's probably why we are business owners and not somewhere in corporate, including me. And what I learned a couple of years ago, and it's been such a game changer, is I do not have a to-do list at all. I have a calendar and everything is beautifully color coded because I'm very visual and it goes into my calendar. And if I cannot fit it in my calendar, I cannot commit to it. So it's been a, and I have a quarterly or even half year out calendar. And by the way there, I start with my days off and the summer off and whatever I wanna have off. And then I fill in everything else. And my to-do list is in my calendar. And that has been such a seismic shift in my life. And my nervous system has been a lot happier ever since I started doing that. And I'm doing a lot

more.

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So good, I love that. If I can't fit it in my calendar, I can't commit to it. Oh, that's a great way to know if you should say yes or no. I mean, come on, that is amazing. All right, so thank you everyone for sharing. One thing, if you don't mind in the chat, just pop your name, your website, or your free resource or your talk or whatever it is that you want in case anyone wants to connect with you a little bit deeper for speakers, pop those in. My first question, I don't see any questions in the chat yet. So pop your questions in. We have been had lively, lively speaker panels. So I know they'll come, but here's my first question. We can popcorn whoever wants to take this first. Obviously we're talking about getting off social media. So I know that's one guru advice that a lot of us has throughout the window, right? Like it's that social media. But on top of that, do any of you have any other guru advice that you threw out the window? Cause it just wasn't gonna fit your business, your lifestyle. Like everyone's telling you to do it, but you're like, no, I can't do that. I'm doing it a different way. And maybe even like what resulted from that. So hopefully my question makes sense, but does anyone have anything that stands out to them? I mean, we could talk social media too, but I'm thinking what about on top of, you know, like just doing it differently, right? Differently than what everyone says will work. I see Dan's hand up.

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Yeah, I'll take that one.

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So for a long time, and I guess it's even still a thing today, people are all about ClickFunnels and Lead Pages and going out and getting these things that instantly build these funnels for you. And then you're supposed to make a million dollars like immediately, that seems to be the concept.

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But what we've never figured out is why are we gonna build my business somewhere else?

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So like if you get Lead Pages, well then you're paying Lead Pages every single year. And the moment you stop paying all the links and everything that you ever did to that particular place goes away.

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So we build everything in-house on site

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and have never decided to go those directions. And then we found out, you know, even from Russell that like, you know, 87% of people don't renew ClickFunnels. I mean, 80% out of 100 build their funnel doesn't work. So you might as well build everything on your site. So even if it

doesn't work, all the effort that you had is still the links coming into your main place. There's no reason to like build it somewhere else. So anyway, if that matters, then, you know, use the knowledge, but otherwise I would say stay away from all those temporary fly-by-night places.

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So good. You gotta own it. You gotta own the thing. Love it.

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Anyone else? What jumps out at you?

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Mary Kay. Yes, I'll just say something Sandy and I talk a lot about when we do a workcation every year, we get together and spend a couple of days planning out the next year for our business and talking through our principles. We have a set of guiding principles that we use whenever we have a new opportunity or something that we're considering doing, we run it through those filters and it helps us decide what to do. And one of our filters is, is this a big box opportunity or a boutique opportunity? I think a lot of wisdom we hear as entrepreneurs is that we've gotta be able to scale our business and we wanna grow. We wanna make it big. And Sandy and I just personally for writing off social decided very early on we wanted our business to be that boutique. We wanted to be that small, one of a kind, staff of two, staff of three, and we will only serve those that we can serve. And if we can't serve them, then we'll point them in the direction of someone else who can. I feel like that's pretty counter-cultural to say we'd like to stay small. And that's just one of the decisions we've made for us. Yeah, that is counter-cultural, right? It's like, how can I build it big, big, big? But I think the question, and I love how you pointed that out, is what do I actually want my life to look like? And then we build the business around that because you may not need a big team or a big business to have a good career online, right? Like we need to focus on that first. If we want to, like I know Chelsea Jo said, I integrate everything. Life and business are not separate. And I'm the same way. Life, business, faith, all of it's combined. It's gotta be integrated in some way. And you two just pointed out, like you don't have to do it the way everyone says. You don't need that big team or the flashy things to make us a successful business, right? And to serve the people you're meant to serve.

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Sandy?

[00:26:56:06 - 00:27:10:03]

I could sing while you're waiting to go. My cursor wouldn't go where I wanted it to go. I just want to piggyback on what Mary Kay said because as a team,

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we have really embraced just seasonal output and honoring our capacity.

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And not, I think early on when I first started, when I first left social media and I was podcasting at the time as an alternative to social media, the message out there was that you had to

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constantly be producing. Like you could not take a break from podcast production. And so when I first started podcasting, I would go year round and I ran myself into the ground. And so then I experimented with like reproducing old shows and doing smaller kinds of shows. And anyways, after probably three years of that circus,

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I decided that seasonal podcasting went against what everyone was telling me I had to do. And that is what I started to do. I thought, I'm going to run my podcast. I talked to moms on my personal podcast.

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And so I'm going to follow the school year calendar and run my podcast from like September to the end of May and take the summer completely off and take December completely off. And when we started writing off social, I brought that mindset into our business. And I was like, I do not want to be a constant production machine. I want to have seasons. I want to, I feel like that reflects really how God does everything.

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Nature teaches us that everything has seasons. I just shared this with another one of our podcasting friends today over Voxer that even in planting, there is a planting season, a growing season, a harvest season and a rest season. And that doesn't just mean weekly that we rest every week, which we do, but it means that like, I do not have to constantly be putting things out there in order to be effective and in order to be in line and to even be profitable.

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Mary Kay and I have just worked out a really beautiful way to run our business where it's sustainable for us for the long-term and encapsulates all the other things we do in our lives as well. So.

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I love that. Everything has a season. Nina.

[00:29:41:17 - 00:30:02:15]

Yes, I forgot what your original question was, but to tack on what Sandy just said, I couldn't agree stronger. Like I'm at the end of my career. So, you know, about 10 years ago, I was like, okay, I'm not killing myself anymore. I was a producer and director in the film industry for three decades and my clients were running me, you know, ragged.

[00:30:03:19 - 00:30:30:16]

So I definitely think the seasons are very important. And I do this with my clients too, because I feel like let's make LinkedIn in my case work for us and not the other way around. I want to know and be smart about it. I want to know what the algorithm is doing. I'm a big geek on the algorithm, but, and more important is for my clients to do what works for their nervous system, for their life, for the way they function.

[00:30:31:19 - 00:31:02:03]

And we can do that and still be super successful and convert on LinkedIn or, you know, however what conversion ever means for us and not do the game that people are trying to press us into. And that's one of the reasons why I love LinkedIn because we're not on TikTok or Instagram where we're like dealing with gazillion stupid different formats and having to dance and having to do this and having to do that. LinkedIn has a much different pace. And if you plan far enough ahead,

[00:31:03:06 - 00:31:44:00]

I'm going to take the whole summer off. My dog and I, we did camping to the Swiss Alps. I want nothing to do with the New York city humidity noise and all of that. And I'm going to be working a little bit while I'm there, but you know, it's going to be maintenance stuff, not much more than that. And I'm doing that for all of July and August and most of September. So, but I'm planning for it and I'm allowing myself to do that at this point in my life. Ah, I love that. That resonates with me. One, I'm coming to the Swiss Alps with you. So tell me when and where. I have a long, long list of people who want to fit in my suitcase, but you can afford to take it even better. I have fit in a suitcase before. I used to MC, this is what I loved. I used to MC.

[00:31:45:08 - 00:33:33:23]

It was like high school conferences and things like that. And one of the times my co-host and I, I was in a suitcase and he rolled me up. It was hilarious. Like I was just like the weirdest person ever. Still am, it's okay. You can do this too. I missed my calling. I would have loved to MC, but what I got out of that too, like for me, one, I've already talked about how I got rid of timers, like fake timers were evergreen timers. Like I let people get into what they need to whenever they want. And that goes against the urgency factor, right? But also the hustle. So the culture says hustle, hustle, hustle. Just keep pushing, pushing, pushing, do more, have a bigger team, have a bigger business than we were talking about. And I think it's because I turned 40. I'm not gonna tell you how old I am actually, but I'm over 40. And I can't do that anymore. Like my energy, my hormone, everything's like out of whack. Like I'm kind of in that trying to figure out how to do life again, kind of a thing in the in 40s. Some of y'all know what I'm talking about, but I'm like, that hustle, that light leads to burnout. God is not a God of hustle. He doesn't say don't work hard. He doesn't say it's not gonna be a challenge. Everything's gonna be, we're going from challenge to challenge, but he doesn't say hustle. That's not a piece of the business. So I threw that out the window as well. So that's my little two cents there. No hustle, no bro marketing. Yeah, yes, exactly. It just, I want it to feel real. I want it to be, I want my integrity intact. Like I just want to be who I say I am, do what I'm gonna do and probably do more than I say I'm gonna do. But the also the other thing I threw out the window was being available all the time. I don't know about

you guys, but when I started business, I thought I had to be available all the time

[00:33:35:03 - 00:33:56:11]

because I'm like, well, what if I lose clients because I'm not available all the time? Or what if this, it's like that scarcity factor and all the things, but it's like, no, being available all the time means you're wearing yourself down and you no longer are good to be available for people. So boundaries are good too, right? I'm learning that. I'm learning even slowly every year. I do a little bit better and better.

[00:33:58:02 - 00:34:02:08]

Any other thoughts, final things for this question? I have a couple more questions to move into.

[00:34:04:14 - 00:34:30:08]

All right, I think we're good. So I see the chat is blowing up. You guys are just amazing, amazing. Okay, so I wanna go back to the stone method. Monty had asked Chelsea Jo specifically if you can just like briefly describe the stone method for everyone. Yeah, absolutely. I, every year ago, on a CEO retreat, kind of similar to what I think both Sandy and I forget your partner's name.

[00:34:33:23 - 00:34:39:16]

I think you were gonna say your name. So like, are you going, are you going? Okay, sorry, I'm on the company account. So that's not helpful.

[00:34:42:03 - 00:34:45:06]

So I do a CEO retreat every year and it just happened organically.

[00:34:47:02 - 00:36:17:09]

And way back when, when I started doing this with another gal that's not a business partner, but she runs a highly profitable business. She used to be my business coach and we ended up both co-speaking on a platform and became peers and got together. And I, she had all these big dreamer, big doer as a lot of CEOs are, but I am definitely the mechanical side of a CEO. I absolutely am a dreamer, but I'm a one on the Enneagram, if that means anything to you guys, all of the, all of the things and all of the tests, I'm like the 1% of the 1% of the CEOs in the room because I'm extremely systematic driven. And I think we're, I'm in good company. I think that's what today's all about. So I think we've pulled all those people together into this room. But I've often had a hard time fitting in, in those rooms because I'm not a hard charger. I have often been accused of not going fast enough. And that's why my growth, it's the classic story of the tortoise and the hare. Like I'm gonna get there and I might actually get there before you, but I'm gonna look real slow in the process, which I've challenged myself in that in many ways, but I had been doing this method for a few years before that, before I started this business, I ran an event-based company with my mom with floral design and event planning and had been a professional sign language interpreter for 17 years. That's what I was trained to do by trade.

[00:36:19:08 - 00:38:02:20]

And so goal setting and such had just always come naturally to me. And so when we got together in the room for the first time, she had this, we were in this wonderful room with a wraparound whiteboard, like the walls of this room you could whiteboard out, right? And it was just like brain dump city, with like the lines and the things. And it was like, how do we do all this this year? And I was like, okay, okay, okay. Let me show you the stone method. And so essentially what it really breaks down to is that big picture. Like how many of you that are here, and I'm sure even people on the panel, you know that even if it's an annual goal, let alone like the big dream goals of three and five years, there's a lot to do. And so I've always envisioned that as being on one side of a river and arriving to that goal is on the other side of the river. And sometimes when we're big dreamers or the list is huge, or we're just starting out, that river seems impossible to swim across. And so that's what I created the stone method. We're gonna throw three to five big stones in the river. So all we have to do is focus on the first stone when we're swimming. So that's where the name came from. It's essentially the concept of breaking things down. But I wanted to visualize a funnel and at the top there's all the things and then we break it down to stones. And from those stones, there's key projects that have to be finished. So then when we sit down every day, we know what are we focusing on daily, weekly, and monthly. We execute, we get to the first stone, and then we have the opportunity to just pause and look up. Where did that get us? Where we still on course? Is this where we thought we would be, have any major life changes happened?

[00:38:03:20 - 00:38:20:15]

Did the current change? There's a lot of things that can change. And as business owners and moms, or dads as Dan probably is very aware, things change often as your kids are growing, as often as your business does. Yes, for the dad in the room. I'm so glad.

[00:38:21:20 - 00:38:39:14]

So my husband's an entrepreneur and he's like in the thick of business and raising kids. And he experiences the same thing I do. But typically, moms are the ones that are home culturally. We see that shifting, but the method in and of itself is applicable.

[00:38:40:14 - 00:38:48:00]

I think just very basically. And I do have it all mapped out in the workbooks. If you wanna actually go through this,

[00:38:49:05 - 00:39:08:14]

Marcy, I think you might've been the one that asked. I lead you through that. And we'll fill out what goes in each of your stones and what projects and what's the difference between a project and a task. And I think there's just something super simple that is just overlooked when it comes to reaching a goal. It really isn't complicated.

[00:39:10:14 - 00:39:19:22]

I've yet to find a business that I can't organize. I've organized my operating system, works for

brick and mortars for online, whether you're service-based, it doesn't matter.

[00:39:21:05 - 00:40:20:15]

It's every business boils down to daily, weekly, monthly tasks, period. Everybody's gotta work every day. Everybody's gotta work on something every week. And everybody's gotta work on something every month. And it's really straightforward. And what those tasks are should be derived from these stones that you set up. And so that's kind of the through line for the stone method and how when you have that clarity, you can be the racehorse with the blinders on. You can literally keep your head down and just execute on task cards. And it doesn't matter what else happens. You just do that. And that decision fatigue, I think, is what cripples people. And so when you don't have to make a decision, I love showing up to work every day, looking at my Monday task cards, doing them and then closing my laptop and not coming back to work until my Tuesday task cards show up, like it's pretty straightforward. And I can see that this is the stone that I'm working on.

[00:40:23:09 - 00:41:23:15]

Every year I have a new specific stone that I'm working towards. And I have about three or four of those. It's not always every quarter. Sometimes it doesn't time out like that. That's not the point of it. The point is big goal, break it down, swim to the stone, get on the stone. I don't know if you guys have ever swam in a river to a stone. You get up there, it's like a reprieve for a moment. And that feels really great. And as a business owner, we need moments of feeling accomplished in that drive. Because if you're just constantly driving, that's where exhaustion comes from. Yeah, yeah. I mean, constant drive leads to exhaustion. You and I think of goals very similarly. And I think one of the issues that we have is when we don't look, when we make that big goal, and then that's all we're looking, we're working toward that and we're looking at that. Because that is so impossible. It feels impossible when that's all you're looking at. And when you break it down, you reverse engineer it to like the simplest thing that you could do today.

[00:41:24:17 - 00:41:35:12]

You start, you can see results faster because you're seeing the results in just your actions, your consistency, what you're doing instead of just looking at that big goal. So I love that. Thank you for breaking it down.

[00:41:36:24 - 00:41:47:12]

Yeah, Dr. Leslie put gap versus the gain. If you've never read that book, that's a really good book too. Really good minds. I don't remember who the author is. I read it last year, I think, or maybe a year before. I don't know. It's really good.

[00:41:48:14 - 00:41:59:01]

Okay, Sim had a really interesting question that I wanna bring to the table here. She asked, if you had a chance to reinvent social media, how would you tackle it?

[00:42:07:19 - 00:42:09:21]

We're all like, I don't wanna tackle it. I'm staying off.

[00:42:10:22 - 00:42:12:01]

Is that what we're thinking?

[00:42:13:20 - 00:42:17:15]

I think my exact thoughts were, I would like to burn it down. I would just burn it down.

[00:42:18:20 - 00:42:20:08]

Not helpful, but honest.

[00:42:22:04 - 00:42:22:09]

Yeah.

[00:42:24:04 - 00:42:35:19]

I think I would probably make it more like Pinterest and YouTube where it's more of a long-term thing and it lasts longer than the fleeting second as soon as you hit enter, it's gone.

[00:42:37:13 - 00:42:40:16]

But other than that, I would burn it down because I don't use it at all.

[00:42:41:20 - 00:42:42:24]

Nina?

[00:42:45:00 - 00:42:51:08]

I'm feeling a little unsecure footing here, but I'm gonna go out on a limb. I love it.

[00:42:53:00 - 00:43:03:05]

So I think LinkedIn is probably, and again, I mean, I'm super biased. I mean, very obviously here, right? I make my money on LinkedIn and with LinkedIn. So let's just pre-visit with that.

[00:43:04:07 - 00:43:12:20]

I think a social media platform that keeps things simple,

[00:43:13:23 - 00:43:18:16]

that allows for discourse and engagement

[00:43:19:16 - 00:43:24:01]

a part of the me, me, me culture of posting five times a day

[00:43:25:20 - 00:43:35:14]

that allows for things to surface, not because someone has a hundred thousand followers, but

because somebody has something interesting to say

[00:43:37:08 - 00:43:46:21]

and does a good job in moving the engagement that you have initiated into further conversations.

[00:43:48:01 - 00:44:07:15]

Everything I just said is very close to what LinkedIn's new algorithm is doing. Where LinkedIn falls totally flat on its face is that there is no good system to move the conversations that we are initiating on LinkedIn into something useful within LinkedIn.

[00:44:08:16 - 00:45:26:07]

And we've all been griping about this and we've all been writing LinkedIn, dear LinkedIn letters, please fix this now. And I've been doing that for eight years that I've been super active on it and they haven't yet. So I don't know why they're not listening to me, beats me. But I think there is a place where we can all meet, where it is not so fast paced and it allows for simplicity. And I think LinkedIn is pretty close to it. They're not there and nothing's perfect anyway. And that is also one of the reasons why I am all in on that platform. Because I feel we have a chance to make it work for us. But yeah, that would be my two cents. Yeah, I love those thoughts because when I go on LinkedIn, I don't feel stressed. I have a LinkedIn profile. I don't really post. I shared your post Nina, because you asked me to, but I was like, okay, I don't know if it'll do anything because I'm not on here. But I get stressed in the other, I know when Facebook, I started Facebook as the college community. Like it was just a directory, right? My favorite Facebook time was when they had groups and there was an app that you could go just to the groups. Do you guys remember that? That was community building, that was life giving. I loved it. I didn't ever have to go scroll.

[00:45:27:18 - 00:45:46:09]

And also had lists. So I had a list of my college friends. I had a list of my family, so I could click on those lists and that's the only feed I saw. I loved that kind of social media. Maybe I'd stay on for that kind of social media, but that's probably about it. But yeah, that's one thing I would say, LinkedIn doesn't stress me out like the others do. Dan.

[00:45:47:24 - 00:46:24:16]

My favorite was Google Wave, which was here and gone. Oh, I never heard of that. Tell us about it. Pretty short period of time. But Google Wave was great because you could leave a comment on a website and then that comment would then exist in your email and you could reply to it in email and it would show up on the website and it was very intuitive. But having been around since, I guess since 2007 doing social media, I will say that every iteration of social site has existed.

[00:46:25:17 - 00:46:27:14]

Everything that you could think of, somebody's tried.

[00:46:28:20 - 00:47:06:09]

So to some degree, what we have now is the perfect system in the sense that the people who are running it are making the money they need to run it. Because a lot of the systems, that just didn't work. And as much as some things I would love to change, other people have tried to change and the change didn't work, it didn't stick. So something about it made the company give up on it. Even Elo, which came out with the idea that they would give half the ad revenue back to the users instead of just keeping it for themselves, that also didn't stick around.

[00:47:07:23 - 00:47:30:01]

So I think that it is what it is and it's a pretty good utility for what it is. You just have to figure out how to run your business through it and around it, knowing these are the parameters that social gives you. But otherwise, tweaks have come and gone over and over and over. And for the most part, nothing lasts.

[00:47:31:09 - 00:47:32:18]

Yeah, that's an interesting thought.

[00:47:33:20 - 00:47:37:10]

Yeah, I mean, people have tried to reinvent and do it in different ways.

[00:47:38:17 - 00:47:39:01]

Chelsea, Joe?

[00:47:40:18 - 00:47:42:14]

Yeah, I was gonna say that

[00:47:44:23 - 00:48:02:16]

as a business owner and a consumer, so my use of social media has been all the things, all kinds. I have an account, like I use it for the company, but I don't keep it on my phone. Sometimes I'll put it on, but then I have to take it off.

[00:48:04:10 - 00:48:46:11]

It is a social, social media has been a social experiment. They've been trying to figure out and they've tapped into our human nature and the psychology of humans and in great ways and in not so great ways, they're taking advantage of it. There are fabulous things. I love going onto Instagram and searching for the thing that I really wanna buy and waiting for all 15 companies that have it to send me their ad. Thank you, I'll just wait. And then it sends it to me and I'm like, that's awesome, cool. I'm so glad I just found the perfect shirt for my husband for Christmas and I didn't have to go looking for it, like it came to me. The thing that they have developed is phenomenal.

[00:48:47:14 - 00:49:18:04]

And there are some people that are on it and they're addicted and it consumes so much of their time. Like it's very easy to just look in your iPhone and see how much time you're spending on every single app. And whether or not people choose to understand that, know that, put guardrails in place for themselves, I have a hard time with it. So I just literally have to delete it off my phone. If it's anywhere around, I'm tapping on it 12 times a day and I don't like that. So that's from like a personal perspective.

[00:49:20:00 - 00:49:27:23]

But from the business side of things, there's so many advantageous things about it that I love that are really great. And as a business owner,

[00:49:31:04 - 00:49:39:04]

getting paid leads through social media is a huge part of a business owner's,

[00:49:41:06 - 00:50:41:03]

it's a piece of the decision-making process and whether or not you wanna get paid leads or not. And that is 100% done through social media, right? It's meta, it's Facebook, it's Instagram. If people do TikTok, it's that. And some people don't, some people do, some people don't. I've made it eight years, I've dabbled a little bit. And it's definitely something that I am so grateful. Some of the most incredible coaches and resources that I have in my life found me through an ad. And I am so grateful that I've been connected in that way to incredible resources. I've never been burned by somebody that found me through an ad. I've never, but that's because I've used my own discretion and I've gone the extra mile. I'm not like a fly by night. I read every word on the sales page. I look at all the things, but for the most part, I've always been so grateful for what that side,

[00:50:42:05 - 00:50:49:17]

which is how they're making their money, right? They're making their money through the ad spin. So it's been very advantageous for me in that way

[00:50:51:04 - 00:51:31:02]

for the reason why, like Dannon said, that social media has been around and what it is today, why it's working so well is because it's been lucrative for meta and it's been lucrative for the business owners that are using it if they can figure it out correctly. The evil, corrupt piece of it is that it's addictive in nature, right? It makes us covet things. It makes us spend money than we're supposed to. There's a lot of things about it that we really have to understand and that takes personal accountability that even my, I myself just don't have sometimes. And I'm like, well, I don't have it. So we're deleting it. And I have a 14 year old that,

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it's absolutely not an option when you're an adult and you're 18, you can make that choice for yourself. And so there's been a lot of things because of social media that my parents didn't have to deal with, that other business owners didn't have to deal with that we're all learning to

navigate. But I just wanted to drop a different perspective from somebody as a consumer and a business owner. There are, and there have been some really great benefits along with the negative things that I've experienced from these platforms. Thank you for sharing. I love that perspective as well. So because I think that's what we're doing, we're gathering this week information and a lot of strategies. So you get to decide how do you want to run your business? Some people do run ads. I've toyed, I'm like, I haven't gotten rid of my Facebook. I haven't deleted it yet because I've thought about, well, what if I wanna do paid ads? But then every time I do dabble in it, I'm like, I hate it. So I'm going, those are my people. I wanna get them off social. I gotta go to social to find them, but do I? So it's kind of like, you gotta think about what are the strategies that you wanna do? How do you wanna show up? How do you wanna serve? And does social play a piece in that? If it does, incorporate it into your strategy, but don't let it be the lifeline of your strategy. I think that's what we're all saying is it isn't the lifeline. Like Dan said, if you don't own it, it can go away tomorrow. They change the game. They change the game all the time. So we need to think about what are those long-form strategies? What are those strategies that will be the bigger bang for the buck, right? I know we are on the hour. I have one more question. So if any of you speakers do have to go on the hour, do not feel bad, just tell us by in the chat. I'm gonna say I appreciate each and every one of you. You all brought something special and unique to the table. And I've said in the beginning, we curate the speaker list based on the topics and the people. Like we know who we want to be here from a lot of prayer and a lot of time just like planning. And then some just pop up because there'd been a connection and I'm like, yes, I want that topic, right? But just so you know, I very much appreciate you. You have come and served. Like you have a lot going on, you have full plates and you still showed up live for us today. And this is what it's all about. It's that connection. It's the human piece. The final question that I have for you all and you each can just popcorn. If someone needs to leave quick, just raise your hand and you'll start. But BlissfulUG asked, what's a simple tool or system for new business owners starting out? So I'm thinking like our final question, maybe give either a word of encouragement,

[00:54:05:04 - 00:54:27:05]

a simple tool or system you wish you had when you started, something just really brief that can be kind of a marching order for those who are leaving today. Maybe even it's a tip if they want to get off social and they don't know what to do. So think about that. And then whoever wants to start just unmute and you can go, we'll give each of you a time to share and then we will wrap this up.

[00:54:28:13 - 00:54:30:09]

Gabe, I'd love to chime in on that one.

[00:54:31:13 - 00:55:46:13]

I think when you're starting out, you don't really know what type of systems you need yet. So I would encourage you to write down everything you do every day. It doesn't matter if it's in order or not, but just write it down and do that for about a month. And then once you do that, then you can look at what you have and what you're actually doing every day. And then you can start

creating systems around what you're doing. So that would be my encouragement. A lot of people try to put big elaborate systems in place first, but they really don't know what they need. They don't know how they're gonna service their clients. They don't know what they need to do each day. So that's where I would encourage them to start. Yeah, I love that. Thank you. Michelle, you are gonna go and then we'll go to Dan. I think Dan's unmuted too. Okay. Second guessing your decisions. Once you make a decision, make it and stick with it instead of being wish-washy, because that can take away so much of your time and energy and give you that self-doubt that when you're starting a business and starting out, self-doubt can kill you more than anything. So just believing in the decision that you may make and sticking with it.

[00:55:47:15 - 00:55:49:15]

I love that. Thank you. Dan?

[00:55:50:20 - 00:56:38:13]

For us as newbies, the most important thing is that you have a way for money to come to you. Like there's no reason to be creating a community, retweeting things, pinning things. If there isn't something that's gonna bring you revenue, like that should be your first thing. How are you making this world better in your niche, whatever it is you're doing and build that. And then after that, everything will work, but otherwise you're just gonna be working on social forever thinking that you're just building a community, but people pay for the things that they appreciate, things that they like. And that's what you want. You want people to pay you for the things that they think are valuable. And then that's how you create a community. Ooh, I love that. Awesome, awesome. Melissa?

[00:56:40:02 - 00:57:23:08]

Yeah, I love all these, you guys. I wish I would have known back in the day, like really everything in business boils down to two things, sales and service. I think we overthink it, we overcomplicate it, and then we spend way too much of our time doing things that don't directly lead to either getting new clients or serving the clients that we already have. And so I think if I were to start over, encourage someone who's beginning, is kind of like what Kristi said, start paying attention to what you're doing, but directly connect it to, is this putting drops in the bucket of sales or is this putting drops in the bucket of service? And if it's not doing either, then why am I giving this time right now? So we always have to look at the roadie, the return on time invested, which bucket it's going in to build our business. So good, thank you. Dr. Leslie?

[00:57:29:14 - 00:57:34:22]

My encouragement is also for like, when you're getting started, I want to remind you,

[00:57:35:22 - 00:57:39:17]

and I have to remind myself often, that things take time to cultivate.

[00:57:40:20 - 00:57:57:19]

And scripture says, do not grow weary in doing good. And I think that we can grow weary fast

because we see these success stories and we see the result, but we don't always see what's going on behind the scenes. We don't see the systems unless we seek those things out.

[00:57:58:19 - 00:59:01:19]

And I'm thinking about like the parable of the sower, when Jesus talks about the types of soil and not to cast your seed among swine. And so I think that when you think about farming, it's very close to business. So you have to cultivate the ground first. You have to break it up. And honestly, for me, it's taken years to just break up the ground enough to be able to receive the seed. And once you plant the seed, first you prepare the soil. Then after you prepare the soil, you can plant the seeds. And when you're planting the seeds, you have no control over what those seeds are doing under the ground. It's just your responsibility to nurture those seeds. It's your responsibility to go and water it, fertilize it, and trust that God is doing his part under the ground. And then eventually, and depends on what you're growing, how fast those seeds start to cultivate. Some cultivate faster than others. If you're planting a tree, it's gonna take years

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because the roots system have to be so deep. If you're planting tomatoes, it might be a season, but the root systems are small and you have to replant them every season. So you have to think about what you're planting too.

[00:59:15:17 - 00:59:20:13]

A farmer doesn't go out to the ground and start screaming at it and say, "Why aren't you producing anything?"

[00:59:21:19 - 01:00:37:05]

Unless they don't understand that they have no control of what's being cultivated under the ground except for their part. And that's the systems that are in place, that's our part. And in that, we'll see sprout come up. Little plants, and if you stomp on the sprouts because you're mad that they're small, then you will never have fruit. But if you can cultivate and nurture those sprouts, the roots can go deeper and then the plant will eventually just shoot up quick. I don't know if you've ever watched a tree grow, but it takes five to seven years to get fruit off of a tree. It doesn't take that long to get a sprout, but it takes forever for it to get a trunk, right? So to be able to be strong enough to carry the fruit that it bears. And then also to remember that that fruit is not just for you. When you're growing fruit, that fruit is for sustenance. And then inside the fruit is seed. So you need to know of your fruit, what is seed and what is food. Because we can make all of our fruit can become food if we're not careful. But we gotta take those seeds from it and replant those seeds. And that's a financial principle as well. So that's what I wanted to encourage you with because it's so important to.

[01:00:40:15 - 01:00:48:07]

Keep your eyes on, keep your eyes up, keep your head down, right? So don't worry about the outcome. Worry about what you're doing today. Trust.

[01:00:53:11 - 01:00:58:15]

Earth is what's coming for you versus you. And I just wanted to remind you that. Give it time.

[01:00:59:15 - 01:01:05:01]

So good. And keep your eyes up and your head down. And it just reminds me, Lissa had put in there about

[01:01:06:14 - 01:01:20:04]

that it will harvest in time if you don't give up and that's Galatians 6.9. Let us not become weary in doing good for at the proper time. We will reap a harvest if we do not give up. And so I think that's the hardest part is not growing weary before it happens.

[01:01:21:16 - 01:01:34:10]

And on top of that, do not despise small beginnings. That's scripture too. So just don't despise your one client or your one sale. That's celebrate it. Celebrate it and be thankful for it. Yeah, I love it.

[01:01:35:16 - 01:01:37:04]

Mary Kay, do you have an encouragement for us?

[01:01:38:09 - 01:01:43:24]

Yes, something I would encourage someone who is just starting out is to resist the urge to go it alone.

[01:01:44:24 - 01:02:33:08]

You may not need a business partner in your exact business, but you need community. And to find some other entrepreneurs who are in your industry, who share your faith, who share your mindset and the way that you want to build your business, that is gold. They will carry you through the hard times. They will encourage you when you wanna quit. They will sing your song back to you when you forget what it is you're doing. And so if there has been someone here this week that you have been seeing in the comments and you're just loving everything they're putting out there, like reach out to them, see if they'll connect with you on Voxer or email or whatever platform you wanna connect on, but take it off of this group and continue and build those relationships because that is what is going to see you through the longterm is having those people and that community to encourage you.

[01:02:34:10 - 01:02:41:07]

Hmm, thank you so much. I appreciate that. Like, yeah, don't go at it alone. We're building community here. Sandy, did you have a word of encouragement?

[01:02:42:21 - 01:03:31:04]

Yeah, and it piggybacks a little bit on what Mary Kay was saying is that I know when you're in a group like this and a summit like this, which has been so amazing, Gabe, so thank you for

putting it together, but it's easy to get all excited and you think, okay, I can do this without social media. I'm going to make a plan and I love that you're having an implementation week. That's such a great followup to this, but when you start doing the thing, you can get very scared and think, okay, wait, I don't know where my person is. I don't know how to find my ideal client or where do I even find these people? And I just wanna encourage you that your client, your reader, your listener, whatever it is that you're producing,

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they are living a lot of life outside of social media and you can find them there. You just have to ask them where they're hanging out, what podcasts are they listening to? What clubs do they belong to?

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What communities are they hanging out in?

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Do you have a website presence where when they Google

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a need, your website pops up. If I were just starting out, I would have the courage to step away from social media with way more confidence and much less fear because I realized that I have been able to find all of my people outside of social media. So if you don't want to be there, you don't have to be there.

[01:04:26:02 - 01:04:48:05]

And if it's taking its toll on your mental health, that's reason enough to leave. I tell everybody that who's even a little bit struggling, like maybe I'll just keep, maybe I'll just keep it active a little bit just in case. But if it makes you anxious, depressed, lonely, sucks your time, if it is taking its toll on you mentally, you're allowed to leave.

[01:04:50:01 - 01:06:04:18]

I love that. And to some people it's like life giving for them, they love it. Exactly. I'm not, I definitely was more stressed and negative leaving social, like every time I got off social media, then when I got on, you know? And so like that for me was an issue. It was my health that was suffering. I appreciate that encouragement. Last but not least, we have Chelsea Jo. Do you have a final encouragement for everyone? I think I'm gonna go super practical because that's what I'm knowing for. I'm just like, do these three things to get here. So here's what I'm gonna say. If you're just starting out, I'm gonna give you my two most usable tools for managing my time and managing my tasks. I started out doing them from the very beginning. I'm still using them now. They're extremely scalable. So the software that most people know and talk about for task management, you're gonna hear and see a lot of Notion, Trello, ClickUp, Asana, Monday.com. These are all task management tools. You need a task management software if you're going to run a business, period. You need one.

[01:06:06:01 - 01:06:35:10]

I don't use any, well, I do use Notion, but not for that. It's the replacement to my Google Drive. The task management software that I have always used after dabbling and never finding something that was a good fit, it's called MeisterTask. MeisterTask.com, it's a German company. And that is the task management platform that I love. You can pick whatever one you want. It is the most friendly, straightforward,

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inexpensive and scalable. I have a team, I've had a team sometimes upwards of 20 people. We used to run a very robust internship.

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You can have tons of very large teams in there. So if you're like, "Oh, I need something that can grow with me." Great, this also checks that box.

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And it's almost nearly impossible to lose things inside of this task management software. ClickUp, Asana, Trello, I call them doors and stairwells. You go down the stairs into doors, down the stairs and into doors. There's folders inside of folders, inside of lists, inside of folders, inside of checklists. And you put something somewhere, and now you don't even remember where you put the thing. You spend all of your time digging for, "Where did I put that link? Where did I put that copy? Where did I put whatever?" Meistertas makes this very, very hard. The guard rails with Meistertas make it to where, like you go bowling and the bumper rails automatically come up. So you're hitting pins almost every time. So that's why I recommend that software.

[01:07:35:13 - 01:07:52:17]

I don't get any money off of it when you guys go sign up at all. Meistertas.com is a fantastic tool for you to use. And then the other one is a paper planner. My time management, my life operating system is based off of a Google Calendar and a paper planner. It's a hybrid.

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And that is, I won't go in depth on that, but that is definitely a very viable and usable tool. Even in a very digital age where you can put everything in a color-coded Google Calendar, I still highly recommend pen to paper for some parts of your time management. There's a lot of research about what happens when we write and we actually have, yeah, there it is. Dan knows what we're talking about. And no, I don't carry my paper planner around with me. If you guys want to know the one that I use, it is the Dream Planner by Horatio Printing. And this is the number one, if you Google it, this is the number one Christian planner on the market right now.

[01:08:38:15 - 01:09:21:17]

And I have used this for eight years, but nonetheless, a paper planner of your choosing will do. So those are my takeaways. Those are my big tips for managing your time and your tasks. I

love those. That is so good. Thank you, speakers. I know we went a little bit longer for the speaker panel. I very much appreciate you sticking it out and hanging out with us. Now, yeah, this is just a good, good end to our day. I'm going to, let me see, I'm just gonna remove my spotlight and see if I can spotlight here so that I was gonna try and remove all the speaker's spotlight so you don't have to be on while I'm like wrapping it up and you can.

[01:09:22:20 - 01:09:45:16]

I just appreciate it because you guys came and showed up and I love it that we can come and show up as we are. I'll take you in your pajamas. I'll take you however. I'm almost always in sports gear. So I'd have some that looks nicer, but that's what I wear. I'm only about comfort these days. I left my high heels in Minnesota and I think I've only worn them like a handful of times in my life anyway,

[01:09:46:18 - 01:10:08:14]

but that's just what it's all about, right? Show up authentically. Be here, be ready to serve your prospective clients, your clients, whoever God puts in place. And I would say be prayerful about it. Allow God to lead your business. It's the best way to go. Let him be the CEO, you be the co-pilot.

[01:10:09:15 - 01:11:26:16]

And the other thing, the other encouragement I would say is start in your community. Before trying to figure out how do I pitch online? How do I do all this? Like look in your community and see what you can do there. Like, are there any groups or clubs or places you can get in front of? Is there, you know, what is it that you could do? We'll call it quote unquote old school and then start branching out into online as well because I think we forget that we can make an impact right where we are as well. So with that, I'm just gonna pray it to end our time and remind you all the conference is available through Sunday, the full conference, the replays for the live sessions, the speaker panels, all of that, available through Sunday, days four, five, and the live events will be available through Tuesday. I want you to be able to catch up on everything, get to hear from all the amazing speakers on day four and day five, but then remember we talked about crafting your marketing strategy, keep that worksheet handy, take some notes, journal, do what you need to do next week and then come ready to receive again and actually to put into action what you are learning here on May 18th for implementation week. That is what sets this apart from any other conference. I'm gonna be there helping, coaching, serving, all the things. I'm gonna sleep all week next week so I'm ready,

[01:11:27:23 - 01:12:56:10]

but it's been a joy, it's been a pleasure being here with you all. Please, I will be also sending a feedback form in the email, the wrap up email today. So if you don't mind taking a few minutes just to give some feedback, constructive criticism. I love it all. I just want to make sure that this is the best event for you that it serves you well. All right, I'm going to end us in prayer and then we will say goodbye. Dear Heavenly Father, thank you so much for our time, for this week, for everything that you've put together. Your hand has been in this entirety from the networking

rooms and people getting to know each other, to the speaker panels that have been on fire, to every single session. Like you knew exactly which speakers needed to be here, what messages needed to be shared. And I pray that it just impacts each of us in the way it's meant to impact us. We're all gonna have a different takeaway. We're all gonna have a different strategy that we're thinking about. But I pray that we will take from this to have you be the CEO, to have you lead and to really be prayerful about where we are meant to be in social media, if at all. And to be willing to be obedient to whatever nudge you give, especially if it feels counter-cultural, if it feels going against the gurus, to be willing to take that step in obedience to know that you are the one that drives the results. Thank you for who you are. Thank you for loving us unconditionally for just your care and your time and your love and selflessness. Man, we just wanna thank you. In Jesus' name, amen.

[01:12:57:18 - 01:13:02:13]

All right, with that, have a wonderful blessed weekend and we will see you very soon. Bye for now.