



5 BUSINESS LESSONS I LEARNED IN 2021

ABBY: Guess what, you guys? Starting a podcast doesn't actually have to be hard! I think a lot of us don't start the things that we've always thought about doing because it seems like this huge, difficult task, and we just can't wrap our brains around it or make our feet actually do the movements, but starting a podcast was something that was super easy, and the reason was I used the Anchor app. The Anchor app is in the app store. It literally took a minute to download and set up an account, and now you're able to podcast directly from your phone, so you don't need expensive equipment, you don't have to be in a podcast studio. You literally turn on the phone and your microphone and start talking. It's incredible. So if you've always wanted to start a podcast, if you have a message to share that other people need to hear, Anchor is the perfect tool for using it. Check it out on the app store today. You'll be so glad that you did.

Are we connected? We are connected. You guys, I can't believe I'm saying this, but we are on the final episode of *The Joy Rally Podcast* season one!

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This has been such a journey, such a wild ride. The reason I first started this podcast is I, honestly, just wanted to see if I could do it. I just thought it might be cool, thought I'd try it out, and we made it a whole season. I am so grateful for all eight of you who have listened in. I'm just kidding, there's a few more than eight, but super grateful for you guys. I hope that some of these podcasts have been interesting for you to listen to, that maybe they've been encouraging for you or you've been able to share them and pass them along to a friend. I'm so grateful for all of you that have listened.

"It's been a wild ride, but I definitely have made a lot of mistakes and learned a lot of lessons."

So as we close out the first season of this podcast I, first of all, just want to say thank you, thank you, thank you. Next season, which I think will probably be starting in March, I want to say, (probably in about two months) I'm excited to start introducing some guests on this podcast.

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So we'll still be doing solo episodes like we've done so far, but we're gonna start having some guests on the show, start to create some community around these things, and we'll all still be talking about life, business, and faith just like we are right now. I would love to introduce you guys to some people who I know who are doing cool things, people that I've heard about, people who have great stories to tell, and always with the goal of encouraging and bringing joy to you and your life. So let's get on with it! Let's do our last round-up episode of *The Joy Rally Podcast* for season one.

Today, I want to talk to you about five business lessons that I learned in 2021. As many of you know, I have been running my own freelance business and, in 2021, kind of took it to the next level, became an LLC, took on some new clients, started offering some new services, and it has been a wild, wild ride. I don't know that I ever really expected myself to start my own business, but I've always kind of had an entrepreneurial spirit about me, I guess you would say.

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When I was in high school, I used to pretend that I could read palms and sell palm readings for a dollar. The problem with that is I went to a Christian school, and I got detention when my teacher found out, but I've kind of always just had an entrepreneurial spirit about me like can I charge people for this? And so, I think that kind of parlayed me into this sector that I've been in so far.

So I have been doing copyrighting, content writing, some social media stuff for people, and it's been amazing. It's been a wild ride, but I definitely have made a lot of mistakes and learned a lot of lessons. So today, I just wanted to share those with you guys. So whether or not you are someone who works for yourself, maybe you own a business or are kicking off a brand of some sort, maybe you have ambitions and goals to do your own thing, or maybe you just work in an office or you lead a team or you're just trying to do better at work in general or build your career, or if you're a student who wants to grow and expand your knowledge, all of these lessons, I think, are applicable.

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So let's get started with number one.



The first business lesson that I learned in 2021 is that community genuinely changes everything. it's not just about who you know -- let me say this, it's not just about what you know, it's also about who you know, and I don't meant that in a way of yucky networking or being slimy on Instagram and trying to get people to do favors for you, but when you genuinely seek to serve, when you genuinely seek to do things for other people that help them, that put them in a better position, when you are doing things with the goal of building community and helping other people, the relation for me has just been that that will come back to you in more ways than you might ever expect.

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Community is everything, so if you're always only thinking about yourself, how you can expand opportunities for yourself, how you can make your name bigger, make yourself more famous or whatever but you're never thinking about the people around you and how you can serve them, you're not gonna go far, and you're not gonna go far fast. So community changes everything. That's the first lesson that I learned in 2021, and I could stop right that because that one has honestly been so important, but I'll keep going 'cause I told you I would!

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So number two, one of my favorite people online, her name's Ashli Pollard. I took a business course from her last year, and I'm in a business group right now that she leads, but her big thing that she always says is 'it's not hard, it's new.' That really hit me when I first heard her say it because it's so true that sometimes we are hesitant to try something new because of that scary feeling of, like, I'm about to jump off this cliff and I don't know if I'm gonna make it, or just getting started on something and feeling so overwhelmed by the process or not knowing what we're doing that we back out, or having an opportunity and not taking it or not fully living in it because of our fear of messing up.

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What we need to remember is that it's not hard, it's new. The first time we do something is always going to feel difficult, it's always gonna feel hard, it's always gonna feel a little uncomfortable, but guess what, after you've done something once, when you do it again, it's gonna feel a little bit better. The first time I recorded a podcast episode I was like, "Oh, my gosh, I'm shakin' in my boots, and my hands are sweating as I upload it," and now I'm how many episodes in? I don't know, 16, and I'm just rambling, dude, and it's fine. It's not hard, it's new. Don't be afraid to try new things just because of the discomfort. You need to embrace the discomfort, and, eventually, it won't feel hard anymore. Eventually, it'll feel natural if it's something that you actually are meant to be doing.

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Number three, the lesson I learned, you are your greatest critic.

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I promise you right now, no matter what you have coming up, no matter what you're working on, what you've got going on, what you posted on your Instagram feed, no one is gonna criticize you more than you do yourself. The reality is that most people spend most of their time thinking about and worrying about themselves and what other people think about them. So I promise you, people are not absolutely just focused on every move you make, everything you say, everything that you do. People are worried about themselves, so you need to worry a lot less about what other people think about what you're doing, right, and just move. Just do something. Don't worry all the time about your critics or about what people will think about what you're doing. If you're walking in your calling, in something that you feel passionate about, that's what counts, okay? It doesn't matter what other people think about what you're doing; what matters is that you're walking in your purpose and what you've been called to do.

"No one is gonna criticize you more than you do yourself."



Number four, not everyone needs to understand.

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This is a lesson that I'm still learning, and it kind of relates to the last one about you are your greatest critic, but especially when you are starting a business, when you are kicking off a service that no one else you know offers, when you're working with clients that you've never worked with before, not everyone needs to understand what you do. I don't know if you've ever tried to explain to your parents what your job is, but I find that it's difficult sometimes to explain exactly what my job is and how it relates with, like, email marketing and social media and how all those things connect together, because they're just from a different generation, so it's a little bit hard for them to understand, but that's okay. Just because the other people in your life don't understand what you do does not mean that what you do isn't important or that it doesn't matter. Not everyone needs to understand. Same as what I said on point number three. If you are walking in your giftings, your calling, your purpose, not everyone needs to understand what your calling, your purpose is.

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You just need to understand it, believe in it, have a direction, and go after it.

"Just because the other people in your life don't understand what you do does not mean that what you do isn't important or that it doesn't matter. Not everyone needs to understand."

Number five, know your "why." If you are going to start a business, if you're gonna try to grow a brand, if you're gonna try to kick off a music career, if you're launching a clothing company, know why you're doing it, and I will give you a big hint: make sure your reason is bigger than money. Money is not a big enough reason to do something because it's not gonna keep you going when times get tough and when things get hard, right? So know your "why." Know your "why" for why you're doing what you're doing.

For me, I started a business because I want to help contribute financially to our family. I want to establish, kind of, a baseline and plan financially for our family and be able to contribute to that so that we can be comfortable when we're older and, also, so that our kids have something to



inherit and walk into. And so, that's why I launched my business and why I spend so much time working on it because I want to prepare my family and set us up for the future, right? So know your "why."

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Know why you're doing what you're doing, and make sure it's something that's bigger than just yourself, or else you're not gonna keep going when it's hard. It's gonna be really difficult if you don't.

"If you are going to start a business, if you're gonna try to grow a brand, if you're gonna try to kick off a music career, if you're launching a clothing company, know why you're doing it, and I will give you a big hint: make sure your reason is bigger than money."

So those are the five business lessons that I learned in 2021. Honestly, they're not just business lessons, they're also life lessons, but those things are: number one, community changes everything; number two, it's not hard, it's new; number three, you are your own greatest critic; number four, not everyone needs to understand; and five: know your "why," and make sure it's bigger than money.

So I would love to know what are some lessons that you guys learned in 2021, and how are you taking those lessons that you learned and moving into 2022 with what you know now? Whether it's lessons you learned in work, relationships, life, money, whatever, I'd love to hear it. Go ahead and send me a DM or leave a comment on my Instagram @abbyflynnco, and also, if you have a specific topic you'd like to hear about on the podcast, shoot me a DM. I'd love to hear about it and will get that recorded soon.

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I want to thank you guys so much, again, for tuning in and listening to *The Joy Rally Podcast* this season. It has been a pleasure to talk to you, and I am so excited to have you join me for season two. I think you're really gonna love it. Make sure you subscribe to the show if you're not



already, and tell a friend or family member to subscribe to this, you're gonna love it, it's gonna be a lot of fun, and I will talk to you guys next season which is in about a month and a half! I'll see you soon. Thanks so much for listening to *The Joy Rally Podcast*. Peace!