

THOW Episode 32 Transcript

Tracy Litt 00:02

Welcome to The Long Game series conversations with highly successful women leaders on what it means to build a legacy and play the long game. We're talking failure, fear, faith, trust, wisdom, and everything in between. Let's get started.

Tracy Litt 00:19

Hello, hello, hello! I am so excited as I keep being so excited. I have to tell you these conversations with these powerhouse women are impacting me more than I imagined they would. These connections, this rawness, this realness, this vulnerability, this shared hunger, to bring you the truth to bring you what's real and what's present. Oh, it's beyond, it's beyond.

Tracy Litt 00:43

So let me not make you wait any longer for me to introduce the amazing Jill Stanton. Another thing that I decided I wanted to do is make sure that I'm sharing how do I know these women as you listen to these conversations, because that's a helpful piece of information. So Jill and I are the most beautiful example of what it means to cultivate a relationship with a fellow online entrepreneur in pure love and pure receptivity with no motive and no intention other than I'm vibing you and I want to know you. And that's how our relationship began. Jill commented on something of mine on Instagram. I saw her I had seen her name connected to some other people. And I checked her out and felt her vibe and slid into her DMs and she was receptive. And we have now been cultivating a friendship for over a year online. I haven't worked with her she hasn't worked with me. We are in a friendship and it is fucking stunning. So in this episode, we talk about that oversharing is not a thing. We are now calling it being fully self expressed. What you need to know if you work with or considering to work with your spouse how the magnificence of her millionaire girls club came to be such a great story. And an even more serving story is how incongruent Jill felt to that offer to who she needed to become to hold host and lead something like MGC. We laughed so much that my face actually hurts. So much love so much synchronicity, a truth bomb about it's your vision, so stop asking other people to affirm it. All I can say is you're welcome. Throw your headphones on, turn the volume up. And let's roll.

Tracy Litt 00:53

Hello beauties. Welcome back to what is going to be a phenomenal conversation with the beautiful Jill Stanton. Welcome to the stage Jill. Come on down.

Jill Stanton 02:50

I need some music. I need some lights. I need some high heels.

Tracy Litt 02:54

I just want to sing simply the best by Tina Turner for you right now as you're onstage.

Jill Stanton 02:59

I think I'm down with that. Yes.

Tracy Litt 03:02

Oh, I'm so excited to be with you. And the first thing is I want to acknowledge so we're doing a double podcast combo day, which I just you know,

Jill Stanton 03:09

On a weekend on a Saturday.

Tracy Litt 03:11

We both came together to say yes, we are doing this so we just had an outrageously fabulous conversation for Jill's podcasts. And now we are having outrageously good conversation here. So we are like we are so warmed up you guys like we are in it to win it.

Jill Stanton 03:26

The foreplay session is over. We are ready.

Tracy Litt 03:31

Deep and fast, deep and fast. Fuckin love you.

Jill Stanton 03:39

It was like watching this like what f are these chick's talking about?

Tracy Litt 03:44

What you're really thinking is I want more of what they're having, which

Jill Stanton 03:47

I really think is I like deep and fast too.

Tracy Litt 03:50

That's correct. Thank God, thank God, we become unabashed enough to just say it out loud. So the thing that I want to acknowledge first that I think is just so cool. Our relationship is one that was cultivated purely through touching base and DMS on Instagram, and being open, receptive and consistent in our exchanges. And we have built our relationship now. It's been over a year that we've been together, we've never met each other in person. I've never worked with you. You've never worked with me. Like to me it's such a glowing, gorgeous example of women who love women and collaboration and what's possible when you are open and receptive to literally someone sliding into your DMS right because I think there's so much like other shit around at so I just want to open with that and what your experience of that is. And I just see it as so fucking awesome.

Jill Stanton 04:47

Yeah, I mean, one I remember I think it was like I commented on one of your posts, and then you were like, Hey, so good to meet you. And I was like, yes. Game on. Yeah, my new friend is here. That's right.

And it's right. But I think what I love the most about you and I, it's just been so fucking genuine straight out of the gate. Like there's been no posturing No, like, any of that kind of stuff. It's just been like authentic, sincere, and just real. And I love that. I feel like I've well, you've been in the game a long time. I've certainly been in the game a long time. And I feel like online it can. There can be Hollywood friendships. You know, like, you know what I'm talking about, like the IG friendships, the Hollywood friendships that feel so surface and so empty. And then there's us. Yes, I just dig it. Like I love a good nourishing conversation. And I always know every time we're gonna talk, it's one of those.

Tracy Litt 05:46

I feel exactly the same way. And I want this to be heard because, to your point, right, there's that surface option, right, which to me is like transactional and yucky. And they're right. And there is like, No, I'm open to relating and building a, we can call it a friendship or relationship for the actual sake of that, right. And like with all of these beautiful leaders and entrepreneurial listening, assess, for the I had no intention, or motive behind reaching out to Jill, other than I had seen her face and her name because you were very known in other spaces and newly known to me, but that arose Oh, okay. And then I made some kind of like associations and connections. And when you comment on, there's something in her presence, I want you to know her. And very sincerely kind of like how I met my best friend seventh grade, walk straight up to her. She was sitting alone at a table library, and I said, Hi, my name is Tracy, do you want to be my friend? We literally be

Jill Stanton 06:48

So courageous.

Tracy Litt 06:49

Right? That's right. This is like 13 years old. But I just I want to underscore that because I know that if more women founders reached out, and then the other founder entrepreneur was receptive, because it took both of us to do this. I just want to spread that message. Because that's what's going to allow that collaboration paradigm and allow the together we rise paradigm to really fucking show up.

Jill Stanton 07:15

Yeah, yeah. For real. I just think that like, so often, when you do try to reach out to people, especially if it's women, like there's this resistance, almost like, what do you want out of me? You know, or what are you going to do to me? Or what are you going to say about me? Or, you know, are you going to screenshot our conversations or whatever it is, you know, it's almost like, it feels so unsafe on a lot of levels until you find the people who feel like a warm hug and you feel like a warm hug.

Tracy Litt 07:42

Thank you. Thank you. I received that and so do you. Okay, so look, we're gonna go backwards before we go forwards. Tell us what little girl Jill was like, like around five, six years old and what she wanted to be when she grew up.

Jill Stanton 07:59

She was ballsy as shit. I remember I was at this like, lodge or something like that with my parents. At the time, I was still an only child. And it was like, all grown ups around and it was like this, I don't know,

like, a fucking dinner show or something like that. And I just like walked right up. And I was like, I'm gonna do a ballet recital. Everyone good with this, like, I'm just gonna bust out my five year old ballet recital. And I just up there, like, probably everyone's like, Oh, get this kid off the stage. But I was just like, Yay, just living my best life. If only I had known human design then because I'm like, Yep, I'm a manifester. I just only wanted to do what I wanted to do. I was I was just ballsy. I was ballsy-er, than I probably am now. I was just, I didn't feel like I knew who I was early on. I always wanted to do something on camera. And like, it's so funny how this is like, because when I wanted to do something on camera, I this is only coming up for me now, which is wild. So this is I know that this is gonna crack something open. Now, Tracy's like, this is what I look for. You know, it keeps going. So I had said to my parents, like, Oh, I'm gonna be on TV. And my dad's like, you should be an entertainment lawyer. And I was like, entertainment lawyer. Does that mean I'm on TV is like it means you because he was like you love arguing? I mean, he meant he meant well, but I was like, I want to be on TV. He's like, You love arguing? Let's put those two things together. You could be an entertainment lawyer. And then when he started to like, explain it, I was like, nope. Back to the TV thing. And so I always knew I wanted to do something out there. I just didn't have the awareness or the like context or the vision for what that could be. And truly, it's gonna sound like, Oh my God, when I met my husband, then he got me. But truly, I didn't even really know about entrepreneurship. I just knew I wanted to be out there, somehow. And I was modeling and doing TV and all that kind of stuff. And I met this producer at a casting. He's like, tell me one cool thing that you're up to right now. And I was like, that's an interesting thing. I just wrote a TV pilot, and I'm gonna pitch it to a TV producer. He's like, what is it? And I was I think Sex in the City meets the view for women in their 20s. He's like, Well, I'm a TV producer. So you want to talk and I was like, well, that worked out. But then I started telling him about it. He's like, this would be great for web TV. Bro. This is 2006 before what TV was actually I think this is the year Google bought YouTube. So Web TV was not actually a thing at that point. But yet we got like 2 million views on our site like it started to roll. Thank fucking God, I did it when you could erase stuff off the internet? Because

Tracy Litt 11:02

Why?

Jill Stanton 11:04

No way I'd want that stuff out there now, because it was dating, sex and relationships for women in their 20s. And I was a how it my 20's

Tracy Litt 11:15

Yes, yes.

Jill Stanton 11:16

I was talking about all. Like, literally, I don't think I could do what I do now, if that stuff was still out there, because there was a lot of saucy admissions. But that really taught me how to present on camera, like outside of a modeling perspective. Like, I feel like I came out of the womb looking for a camera lens. Like I knew how to smize straight out of the gate. And he helped me learn how to riff on camera, present, like interview, all of that kind of stuff. So that got me moving. It also showed me like, okay, so how do you make money with this kind of thing? We did not pay us because no one no sponsors would

take us on because we were way too spicy. And web TV wasn't a thing. But we had a lot of interests. Johnson and Johnson, Durex, AOL. This is how long ago was

Tracy Litt 12:03

I love it. I love it.

Tracy Litt 12:04

You're so game, you're so game So wait a second. I have. I have to interrupt you for a second because I have a question about that, too, Josh. That just to go back a second. I was just laughing first of all, I love how spicy you were. I loved you already. Now. I love you more. So and when you said AOL, just to add to the spicy theme, my first AOL email address was Trixieboomboom@aol.com. What the fuck was I think in the amount of porn and spam and care like crazy shit that I got to that email. Trixie, boom what? Like, I had no brain

Jill Stanton 12:04

AOL. And then I met Josh in 2009. And he, at the time had another business. He was running a software company, which was blogging software. And so it would help creators like, create blog posts. And just this is the days of like, when you could really rank on Google with like, just really thin content, tons of sites and all that kind of stuff. And so he had a software that helps creators do that. And he really taught me about entrepreneurship. And then in 2011, he was like, Maybe we should start a business together. And I was like, I'm in. I'm in what is it? And he was like, I think we should start an affiliate site. And I was like, yep, what's an affiliate site? Like, I just knew I wanted to

Jill Stanton 13:20

That's your new nickname. I'm never calling your Tracy ever again. TBB.

Tracy Litt 13:25

That's right, the boom, the boom, I love it. Okay, so, first of all, of course, you're speaking it out and the TV producer is the person you're speaking it to. And then there it is. What an incredible experience. I'm gonna say right out of the gate because you're in your 20s. Right, right in that kind of earlier window. Okay, so now you meet Josh, were you in romantic relationship yet at the conception of this affiliate thing? Or had that not happened yet?

Jill Stanton 13:49

We've been dating for two years at that point.

Tracy Litt 13:51

Okay, so you were dating first and then you went into business together? I was curious, but okay, got it. Okay. Yeah. Then what happened next did you then learn about an affiliate was and it blew up, like what was?

Jill Stanton 14:02

So then he taught me about an affiliate site was so then we started our first one, a skincare blog. So there's me and Josh, like we're reviewing skincare products, our videos were ridiculous. But that like he

really taught me about entrepreneurship. He taught me the next level of it. So he taught me how to rank on the web. He taught me how to write for the web. He taught me an email list, he taught me how to build an audience, create content, like all of that, and then layer in my experience of video and my comfort level with being on camera or modeling or any of that kind of stuff. And it was just like this beautiful partnership because we are so yin and yang you know, he is structure strategy, ops, that kind of stuff and I am content, connection, community. And so it was just like such a beautiful partnership. And then from there, the skincare bog. Then we had a beauty blog and then weight loss and high heels and personal hygiene and supplements and all this and we grew like I think at our most we had 35 different sites. So that's how we really started making our first like 150 grand or so online and then obvious because we were also traveling, like when I met Josh, I was moving to Australia. I lived in Canada. He lived in Beijing, China. He's Australian. And we met in Toronto. So I was just about to move to Australia. He was moving back to Australia. And so it's just like, the most beautiful synchronistic he wanted nothing to do with me, like absolutely nothing to do with me like, hey, where did you meet a time of day to meet like, and I had known his previous business partner, because they were Australian. And they're like, oh, you should meet our friend Josh. And I was like, Okay, well, I'm moving. So first is Josh hot? Because if he's not, I don't want to hang. Because I was moving in like six weeks from then. And they're like, Oh, don't worry about it. He's like, Bachelor for life. And I was like, perfect, set it up. So he literally wanted nothing that he wouldn't talk to me for the whole first day wouldn't sit beside me. He didn't sit across from me. He sought diagonal sat diagonal for me and ignored me the whole time. And I was like, must have.

Tracy Litt 16:07

Oh, yeah, the forbidden fruit

Jill Stanton 16:08

He's four years younger than me like it was just all sorts of challenges. And he just had his quiet confidence. And I was just like, what is this all about? And so then I moved to Australia. He was still in Beijing at the time, we kept up on Skype.

Tracy Litt 16:24

Oh, god, yeah.

Jill Stanton 16:25

And I got back to Sydney, I went on this huge, long road trip with my girlfriend that I moved with. And I got back to Sydney, and he showed up at my doorstep.

Tracy Litt 16:32

Romance, romance, romance. So now, I have so many questions about marriage and business. But will you walk us through the business and the two of you were in? And then how was MGC born?

Jill Stanton 16:45

Yeah. Okay. So we had the affiliate sites, and then we were traveling, we love traveling. And so we're doing all these trips. And we I was I, before that I was a bartender, and I had a social media business. And obviously Josh had his business before. But as we started to work together, people were like, What

are you doing? Like how you make money? What do you guys do? Are you drug dealers like what's happening here? And so on our wedding week in Costa Rica, probably the one week you should not work. We're just out on the balcony. It was like the day or two days before our guests were set to arrive or listen to like Bob Marley. Looking at the Costa Rican sunset, it was just like such a vibe. We were just about to move to Thailand for the first time. And Josh was like, we should start a blog of like, just letting people know our story and like keeping them up on what we're doing in our travels and whatnot. And I was like, I love this idea. He's like, what would we call it? Thanks to Costa Rican rum, Bob Marley and sunsets. I was like, screw the nine to five. And so that was both of us were like, I wonder if that's available. And so we searched it, bought it, and kind of sat on it because we didn't know how to have a personal brand. I had never, like we had just had all these affiliate sites, which my face was on it, but I use a pen name like, it wasn't like, Hey, we're Jill and Josh, that kind of thing. And then we had sold the sites and all that. And so we started screw the 95. And we just can stumble through it for the first like 18 months, we had no fucking clue what we were doing, right? We didn't know how to sell courses or do coaching or any of that. And finally, slowly, but surely, we started finding our feet. So we had screw the nine to five for I mean, it's really only this year that we phased it out. So that's like 10 years of having it and that was like a huge for us because that's where we learned to create offers. It's how we learned to build an audience create a podcast, we had a free Facebook group that had like 50,000 people in it, like, that's where we really started to cut our teeth in entrepreneurship, make a lot of money. And then MGC came to me in a download while I was on the back of a scooter driving through the rice fields of Bali and it hit me like a fucking lightning bolt. So I know you don't know human design that well but I'm splenic authority manifester. And so if I get like a hit, that's the move for me. And it just like hit me like a fucking lightning bolt. And I was like, I'm gonna host luxury retreats for women at a million dollars plus, and I told Josh on the scooter I was I hear me, and I told him, but he's like, that sounds amazing. When you're going to run the first one. I was like, oh, and I'm gonna call it the Millionaire Girls Club. He's like, I love this. When are you going to run it? And I was like, Huh? Probably never. This is 2019 Probably never because I was so intimidated. I had so many layers of woods there. One. I didn't believe I was smart. I believe Josh was the smart one. Like concretely I did not believe I was smart. Because growing up just through my I had 10 very strained years with women in my life and they would say you're a fucking idiot. You're a sloth. You're this You're that right? And then also my parents. My sister is really smart, like, wildly gifted, like, materials engineer like specializes in fire and metal and shit. And I'm like, wait, but my parents called

Tracy Litt 19:59

I have to just deal with you. I needed to hold you for one second. Okay, wait a minute. Don't forget where you are. Okay? We need to not forget where you are in this story, but I have to just say something. I feel you so much. And my not smart enough came from both of my sisters too. Because my older sisters wicked smart. My younger sister is like top 10% of all CPAs in the world, like she is like reading like you're saying engineering so smart. And there was a time where my sister called me cuz she forgot her like big, whatever, accounting high level textbook at the house, and she's like, I need you to read me this particular problem. Like, you've got to read it to me and this is before it could like text a picture any of that shit. So I'm on there, and I'm literally looking at this equation, and I am saying things to her like, okay, there is a line and there's a number under the line. And then there's like a big check mark that then extends out and she's like, holy shit, Tracy, Are you fucking serious right now? Like, yeah,

Jill Stanton 20:57

I'm just gonna take a cab home. And

Tracy Litt 21:00

I just I feel you, I affirm you. I validate you. Everyone has their own zones of genius. Yes, yes, yes, yes. Okay, thank you. So but um, that was gonna do it. Yeah. So you're never going to do MDC, you're never going to watch the first one because of all those wounds.

Jill Stanton 21:15

And just, our parents called us pinky in the brain not to be an ass. Like they weren't trying to be assholes. It was just like, Jill's pinky and or Joe and Ali or pinky in the brain. And who is the smart one, the brain. That was not me. So I carried that around for so many years. And so then couple that with the fact that Josh is really smart, and I was like, fucked, or thought I was. So I sat on the idea for MGC for almost two years, mainly, yes, for this being smart wound, but mainly for the women. Like, I had had so many years of just being like, mercilessly by women. And so I had the belief that women will either attack you or abandon you. And so then what I'm gonna go start my own business in which I already don't feel smart, and I'm gonna hold space for power for women. Like, it was just every wound I could possibly have combined into a business idea. And I was like, but I feel called to it.

Tracy Litt 22:11

Yes, yeah. Well, so I stay on that for a minute. Because the women that are listening like I need you to hear what Jill is so fucking gorgeously courageously. vulnerably, roly saying, the hit came through, which was a hit from something beyond your current identity, right from wherever that was coming from. But you knew it was lightning bolt clear. And you were up against a program, a psyche, personal history, that was anything but aligned to this fucking certainty of this idea.

Jill Stanton 22:44

It was very certain,

Tracy Litt 22:45

right? So what did you have to do for yourself internally, to become congruent enough for it to be as amazing as it is for you to have actually done it.

Jill Stanton 22:58

So even though I was super intimidated by it, deep down, I think I always knew I was gonna do it. I just had to line up with it. And so I went down the rabbit hole of like, I was in the T Harv, Eker. I was in the Joe Dispenza. I was in all the things, Trevor Moe, I like, everything, ape, all of it. And I just couldn't shake it. And eventually, I was just over myself. Because I just kept being like, nah nah nah. And then, in October 2020, I was like, What am I doing? I know, I want to do it. So why don't I just do it? But it was always like, I don't know. I'll just try it once. I never played big with it. I actually very much minimized it. I didn't market it. I really didn't put it out there. Like I'm actually surprised that the first one filled because it filled by women finding me. Someone had heard about it through someone who had heard about it, or someone was coming and they were like, can I bring my friend? It just happened to grow like my first

one. I had 14 Chicks lined up. That was so much more than I ever thought I thought I'd get maybe like 10 Max. And most I knew three of them beforehand. Wow. And so 11 other chicks just found their way into my world through their cold DMS cold emails, intros, whatever it was. And so I even went into that one being like, I don't know, like, me and Josh have such a good thing going like, I think I'll just do this one. It was still the raging pandemic like this is it was on the way out, you know, people were real over it at this point. It was like March 2022. But the first day people were like, are you gonna do this again, I was like, nah. Like, we have such a good thing over here. Day two, I was like, I'm all in bitches this is the greatest thing in my life. You open in all the ways that I needed. I couldn't unsee it. And then I went home. And I think you and I met right after that truthfully, because I think I had said to you like I could not unsee what I just saw it saw and also I went from like the most aligned, effortless healing joyful experience in my life straight back into screw the nine to five like dude energy, push energy, proving energy. And it was like, the biggest existential crisis I had. I was like, what is happening to me? I was crying everyday, like, I didn't have the courage to be like, Josh, I'm out. But I couldn't understand what was happening to me because all I wanted to do was that, and it was like, maybe two months of me crying almost every day. And Josh finally said, I think this is your sinus. It's time for you to go all in on this. And he was the one who's like, you can do it Jill, like, this is your strength. This is your wheelhouse, like, I've always been a connector have always brought my friends together have always been the one to create the experiences. It's just natural for me, even when you were going to iconic icon. Oh, yeah, yeah, even when that was happening, I was like, you should make that and this and that. And Veronica and Jessica, and bla bla bla, and someone told me, you know, and you're like, I just actually met those people. And so it's always just been natural for me to do that. And so Josh was like, I don't know what you're waiting for, like this is, clearly you want it. So just go for it. And I was like, Okay. And then my second one, I went in with, like, all the expectations for it, like, this is gonna be a 12 out of 10. And it was the exact medicine I needed, because it was not a 12 out of 10. I was deeply in my own personal mess around stuff. I was going through it just like so many things happened in order to like, help me become the version of myself who could run something like this. Like my helicopters got canceled two days before people were carsick showing up the just little enhancements that I had planned. Like, my floaties weren't set up. They weren't all these things, it rained on day 2. So like, I was just so many things happened that I was like, What the fuck is happening here? This is supposed to be my wheelhouse. Why is this hard for me now. And it taught me like, if you actually want to build this business, you 100% have to go pro with it. You have to be a fucking leader, Jill, like, get over your own shit, do your own work and show up for these women, create space, hold space, make space and become the version of you who they actually want to like, sign up with and come to her retreat. And not just like, it's not just a party where we get fucked up for five days, you know, it's like, what space for these leaders they're up to big things and become the version of yourself that runs powerful experiences. And so that experience taught me that lesson.

Tracy Litt 27:39

The world is awakening. Old models are being dismantled. The truth of what you are and who you are, is getting louder and clearer. You're being internally guided to go within, to answer the objective of your soul, to pull back the veil, to untether from the matrix of control and limitation, to invest your energy into the limitlessness, of elevated consciousness, to take up all the space and trust in the necessity of your bigness of your undeniable impact and contribution. The way we elevate our frequency as a collective, the way we create a more loving progressive world. The way we create the general change we so

desperately need and deserve is through each individual spiritual energetic being having a human experience going within healing the wounds and trauma that keeps them tethered, and plugging into the pure love and oneness that they are. This creates boundless ripple effects that raise the collectiveness This is the new world that we are building. And this new world deserves a gala. You are invited to the consciousness revolution Gala, the very first and only event of its kind, a revolutionary keynote and ascension experience conscious connecting a luxurious fucking party filled with dinner and dancing and cocktails and rejoicing and many other surprises. And the debut of The Litt Factor's brand new revolutionary contribution to the calling force of a kinder world, a higher collective consciousness and the next stages of human and spiritual evolution. The consciousness revolution gala is happening Friday, September 29. At the oh five star diamond resort on the beach in Palm Beach, Florida. Oh and by the way, September 29 is a full moon. So imagine after this incredible Gala experience, you find yourself standing side by side with other magnificently whole highly conscious beings, as we allow the full moon to beam upon us, as we marinate in its energy, and its love and this connection to one another. So good. So to learn more and grab your gala tickets, head over to the Consciousnessrevolutiongala.com, there are in person and virtual tickets available, the link will also be available in the show notes. Now, back to the show.

Tracy Litt 30:35

Kudos to you for being willing to receive the lesson, which tells me that you had a journey of connecting to your ego and demoting the ego. So you could be open enough to receive what you just shared. Does that feel true? It just feels true.

Jill Stanton 30:51

I box every single person afterwards and I was like, I can't shake that this was not what I wanted it to be. And so moving forward, here's my intention for the next few. And what I'm going to improve what I know was off this time, here's where I'm going with it. And I would invite any feedback. And I got some like really hard feedback. I was just like, Oh, damn, this is one triggered all the stuff for me. But I said, especially to the one chick she sent me like an 11 or 14 minute Voxer of like, and this and this and this and this and me and the girls were saying this, and I was like

Tracy Litt 31:26

Yeah, it's like it's like literally being in front of like a like a firing squad.

Jill Stanton 31:33

And I was like, Yeah, dude, I said, I want to thank you for the courage that it took to send me this is the hardest shit I've ever had to hear. And I know it is going to build me into who I need to become. So thank you. And also, don't ever send me that. But it was so powerful, because then I just ran my third one just a couple days ago. And it was so night and day like I just I had to have that experience. So I could show up for this last one that I did. And it was so different. And I just loved it so much. So that's my long winded story, guys, I like 30 minutes into.

Tracy Litt 32:08

Excuse me, every part of this was going to tell everybody about school, but also to highlight right to reflect back like, listeners, listen to what Jill just said, like I showed up to it, thought it was going to be

the moment where I was like my glory. And I rocked it out. And it did a lot of the opposite of that. And then I had the courage and the wherewithal as a leader to ask for the feedback to demote my ego enough to not take it as criticism because that's the only difference between feedback and criticism is how you take it right. And then be able to show up in Thank you. I was actually a quote, the person who said at the first iteration of that his name is Tim Grover, and he wrote a book called remember

Jill Stanton 32:46

Yeah, Relentless. I love that book. Love that. Listen to that game changer.

Tracy Litt 32:51

So it's just I witnessed you and I see you and I honor you because that is what a true leader does. That is what a true embodied conscious leader does. Because we know and this is one of my main missions for the long game series. You've got to fuck up you guys. You've got to make mistakes. You've got to move in fail. fall short. You have to because now look at who you are. So let me just speak to that for a minute for our beautiful peeps. Like, look at who you become now. Because you were a real actual fucking leader to do what you did. Like couldn't have happened any other way.

Jill Stanton 33:29

Thank you. Yeah, if I if it had gone well, I would have never improved it. Yeah, I wouldn't have taken my feedback. I wouldn't have asked for feedback truthfully. Mm hmm. But I just couldn't shake it. I knew something was off. And I knew like, not just for me internally. I fucking knew shit operationally. And experience wise is off.

Tracy Litt 33:49

Right. Right. Yeah. It's so important. Thank you. Thank you. Thank you. So when it comes to being in a marriage and working together, what would be your two minutes? We could do a whole get on that. But what would be your like the highlight and the low light, if you will, of making that decision? Because I know a lot of women talk about it and contemplate it. So I'm curious,

Jill Stanton 34:13

Because it sounds fun. Oh my god, we're gonna build this together. Yes. And, I mean, it will break down every wall you guys have. The level of communication and patience and discernment and acceptance you have to have for each other is just a whole other level. It took us so long to learn it. Number one feedback is like define your roles, like know your role, and then don't mess with his. I mean, I do not mess when Josh was like, I'm gonna run this and that and build the funnel this way. Am I cool? I don't need earmuffs. Like I don't actually have to know all the logistics because I trust you. I know you've got that side. I just don't. I care about it. But I also don't care about it. You know what I mean? Yes, yeah. My job is this is to connect. It's to create content, create community, host experiences and connect people. That is my role. Josh's role is like everything else. And then our number two, her her role is operations like helping me with my event like all the logistics. And so the three of us, a manifester, a manifesting generator and a generator, we work so well, because my design type I know, I'm probably sound like I'm speaking Chinese to anyone who doesn't know human design, but my type, my main strength is to initiate, I get things off the ground, I have the idea. And I'm like, here's where we're going. And then Josh's and Christina's type is their authority is to respond. And so they take that and they like,

run with it. And so we have a beautiful working relationship, because I can be like, here's what I want to do, here's where I think we're going and they're like, got it, let me build it. And so it allows me to sit in my wheelhouse of like, I don't want to build shit, I just want to talk, I want to connect, I want to host experiences, and I want to create content, that and coach. That's literally all I do in my business now. Because we've walked through the fire of like trying to each make decisions and battling and like that was always our biggest thing is Josh's biggest frustration inside screw the nine to five is he felt like we were both trying to make key decisions, when it just made it messier. One person should make the decision. And so now with MGC when he came into MCC, and we released screw the nine to five. I said, just so we're clear. I'm the decision maker. Yeah, for like the overall direction like what we want to do, because I'm the one who asked to facilitate it. I want your feedback. And I want to know like what your ideas are. But 51:49 I have 51% of the say you have 49, I value your feedback so much. And I definitely want to hear your ideas. But at the end of the day, it's my call. And so setting that boundary and that standard and that like yeah, that standard has been so supportive for us this time around.

Tracy Litt 36:54

Oh, fuck, I love that. I love that. It is being clear with roles and then that boundaries. And yeah, you're the decision maker. This is your brainchild, right? This was your hit. This is your desire to fulfill. I love it so much.

Jill Stanton 37:11

And I refuse to let dude energy come into it. I'm like, I'll never that was like my biggest lesson from screw the nine to five is like if I look back at who I was in that before my like, I feel like I've watched through a portal in order to become the person who hosts and facilitates MGC, like, I look back at myself then and I'm like, fuck, I was so rooted in proving energy. Like it was all good energy and push and like, try to be the guy and now I just am the guy. Yeah, you know what I mean?

Tracy Litt 37:42

Yes, I totally know what you mean. Because when you are done with proving energy, and you do the work, the way you're doing the work internally, and you are truly operating from the inherent wholeness that you are, then it is like you said, I am the guy like you are in the I Am, that is who you be, therefore it is what you emit and what you do and how you act. And it's coming from that knowing that it's who you be as far more important than who you do. Because the who you be informs what you do and how you do it. Yes. Oh, good. So good. Okay, so I have a question that I think will be of service around because you've done so much. You are such a bottomless fabulous, knowledgeable pit of everything you just shared an audience building and marketing and what it means to like, build something worthy and meaningful. What are you seeing now because what I one of the things I want to do in this series is like clear up a lot of the bullshit and a lot of the myths and a lot of like the stuff that's not the real deal, so that more women can scale, crossover, seven figures do all the things. So when it comes to what you're observing, what can you tell us about in the current climate and the current state? What does it really take from your vantage point to build an engaged audience?

Jill Stanton 38:56

Resonance. Like, I just think people are over the charade now. Have you noticed that too, like it used to be like perfect and curated and all that and now like, people don't vibe with perfect, they want real they

want to resonate with you, they want resonance they want to feel you. And even when we were just shooting for my podcast, and I was like, am I oversharing like even if I was oversharing because I'm sure I was because that's just how I am. How I be. I actually don't even know if I would coined it as oversharing I was just being myself. You know, like, this is how I would talk to my friend in real life anyways, and you aren't my friend like this is how I would talk to you if we weren't recording. And also like, I'm so sick of trying to fucking hide what's actually going on for me like, No, my clients like they have seen me in some rock bottom moments, man like, ideally, I would never like that to happen again. So see me and like, just I was in a really I was in a different space earlier this year. You know, Josh and I were going through it, and I just I needed to become a different version of myself, I need to have very hard conversations I needed to initiate new levels of myself I, I feel like I've walked through a portal like I do not recognize Jill and Josh from four months ago, we are different humans. And I think that happened because just so many things happened all at once. When I said to you, I feel as though I'm in this like accelerated calibration of like becoming that version of me. With that has come in left of uncomfortable moments, like expanding my capacity to hold more discomfort, expanding my capacity to have very challenging conversations, expanding my own self trust, expanding my own self leadership, expanding like boundaries with clients and standards that I want to set for myself, like all of this has happened so quickly for me. And in March, when I had MGC St. Lucia, like I just, I was still operating in fear and like the what ifs, and I didn't have the courage to actually move forward and that so they saw me in some, like, dark ash moments, but again, like, I don't know if I would have hit that ever again, like, just in Sedona was some of them were like, I actually really appreciated seeing you in that moment. Because there was no pedestal and there was no like, it's I'm the leader, and you are the minions, you know, it's like, we are peers, there is no pedestal. It is like we are the same way. Yeah. So I, you know,

Tracy Litt 41:25

Yes, yes. Yeah. So, so what I'm hearing you say and I want to echo something

Jill Stanton 41:28

I would love that from other leaders that I worked with, yes. I would love to know what they were going through, not like perfect curated shit. Yeah, no, no, that was over it.

Tracy Litt 41:39

And it's, it's, it's, it's not honest. And it's not helpful. And it only perpetuates more insecurity for people and more limitation for people. So yes, to that, and to your point, which I love, it's such a simple answer. How do you grow your engage resonance, which comes down to how are you showing up? And who are you being and to really, truly resonate? You must be fully self expressed, which means it's up to your point. It's not TMI, it's not oversharing it's this is what's fucking presenting in my life right now. And I'm gonna say it out loud. And if you want it, take it if you don't keep fucking scrolling. Right? It's like, like, there's no you can't be like, What do I need to do in order to get XYZ album? Who do I need to be? What do I need to say? All of that has to go which then brings to what you were saying about the which is so fucking accurate? The like pedestal occurrence that happens, right when you have communities? No, we are we talked about this on your podcast conversation I just had it's about self trust. So we get to when we show the truth of what's happening for us and we share the quote realness, right? Which like really shouldn't even be a thing because it should just be the way it is. We are allowing our clients and our communities to tap into their own Guru which is the truth versus seeking us out or you know,

you as a listener out as that Guru, because that actually and enough people don't talk about this creates a really, really unhealthy codependence. Yeah and most people are codependent don't even know it coming out of the gate with the equal leader or the coach and the community and the client and our responsibility as conscious leaders is to put reflect back to the client No, you're the guru. No, it is your choice. No, you are the one who did this magnificent thing you are the one I was over here just holding up a mirror go and you're badass look at this right I was over here pulling the rope. I was over here maybe giving you like a guidance or my experience but you did this massive shift. Yes, you did this you are the master you are the guru.

Tracy Litt 41:39

And I think that was very real for me inside screw the nine to five is that like, Oh, you guys have the answer. And because we didn't have our own levels of self awareness and emotional intelligence like we do now is like you're right, we do have the answer. And it created this codependency where people were like, well, I can't do it like you told me how to do it. And I was in a place with no fucking boundaries back in like 2015 2016 2017 I remember we had a membership at that time called Screw U like Screw University. Not screw you Tracy. Not as far

Tracy Litt 44:19

Like a letter U

Jill Stanton 44:21

What? Wait, what is it? Tt bond bond. Wait, what is it? Z

Tracy Litt 44:24

Tracy boom boom about

Jill Stanton 44:27

I fucking butchered it. TT bond, but nope.

Tracy Litt 44:31

That was her name after hours. TT BonBon was her super sleuth. Like dominatrix name?

Jill Stanton 44:39

Yes, it was. So this is like back in the day before I was aware of this. And we had, you know, 800 members and they'd be like, Oh, no, no, it's just not working. I'd be like, let me look at your stuff. And I would like rewrite their copy like it was so fucking codependent. And I never realized it that I was like, you need my answer and like completely robbed them of their power. You know what I mean? And it wasn't until I had a coach who was like, you know what you're doing here, right, you're actually disempowering them. By doing this, you think you're helping them, you are completely robbing them of their own power and their own lessons. And I was like I'm actually going above and beyond for them. And he was like, You are fucking robbing them of their power. And it just was like, such a bright light. For me. I was like, oh, but that came from like, I didn't think we were enough for them to stay.

Tracy Litt 45:37

Uh, ha, ha.

Jill Stanton 45:40

You know? And so I was like, abusing my own boundaries, my own power in order to make people feel like, Oh, you have to say, because we are the ones who have the answers. Not like you have the answers. And we're here to support you or hold space for you or shine a light on something is just like, I've been through the wringer. Trixie, like it has been so many layers, yes, but this should just be stripped away.

Tracy Litt 46:03

But we need that. And that's what we you know, we've talked about this other spaces in places, that's what entrepreneurship is, it is calling you to your growth, it is calling you to recognize all these things and what you're saying, I just I'm so grateful for you, and you're just take it or leave it the conversation we're having right now. Because to acknowledge that because so many of you listening, you're doing this and you need to stop. You're masquerading it as but I'm going above and beyond. But I'm just being amazing giving exceptional client service. And it's like no more, right? No, no, no, no, we have it's just like with our kids, like, there is a fine line between empowerment and enablement. A fine fucking line, right. And we really, really get to hold that so that our clients can find their own answers, and know that your power is holding them in that safety so that they can.

Jill Stanton 46:58

And guess what happened when I was doing all this shit for them? They still canceled. Mm hmm. You know, I was over there. Got all my businesses and I don't need this anymore. My business is good now or my business isn't making that kind of money. I'm gonna cancel. And because we had a membership model, it was so interesting to watch it all happen because I was like, Oh, by me being like, No, I just care because I'm like a stage five clinger? It was like, No, that is repelling as fuck for people. Yeah.

Tracy Litt 47:25

Thank you. Thank you. Thank you. Okay, I have two last questions.

Jill Stanton 47:29

I'n done already? Oh, wait, wait,

Tracy Litt 47:31

We've been almost an hour, or like collapsing time. Can you believe us? We're amazing. We're amazing. Okay, we're so we're amazing. You guys, just in case you didn't know one of the things about the long game is you must believe in your own amazingness. And you must be willing to claim it out loud. Okay, I love that. So your entrepreneurial background is phenomenal and extensive and layered, right? And what you've done, the businesses, you've owned all of that. If you could tell, like imagine that every entrepreneur online is listening right now. And you could really drive home something to them? What do you want them to know the most?

Jill Stanton 48:08

That your self trust is your biggest form of currency? You know, like, it's in you that certainty that you know, deep down that you just throw shit on top of being like, Yeah, but what if, you know, and I feel like I can see this because I'm in the process of unwinding that in my own life, peeling back the layers of the what ifs or the Yeah, but. But I know if I want to create something, or if I want to go in a certain direction, or if I have a next level vision, or whatever it is, like for example, with inside Millionaire Girls Club, I get two big objections. One is dates. And the next is oh, I'm not there yet. But when I am, I'm in. And I was like, How do I fix that one. And so I opened up her first million, which was like such a gut check for me. I knew it was my move. And I talked it out to someone they're like, I just think that's taken you off your like, your path. And you should just focus on this. And I was like, before I would have been like, you're right. I should hold off on this. But I was just like, I tapped into myself. And I was like, No, this is the fucking move. I was given the vision. They weren't. I am the one to run it. They're not. I am the one. I am the one to run Millionaire Girls Club. I am the one to run her first million. And so you can have all your opinions totally get it. You might not get the vision. Of course you don't. You weren't given it. I was and so I need to trust myself. I need to trust my hits. I need to trust my gut. And I move forward with that level of certainty and clarity. And I make the moves that I make. And my next level of growth is like detaching from how long it takes, like not making that mean anything.

Tracy Litt 49:49

Yeah, yeah, yeah, yeah. So I'm gonna pretend that this is a mic so I can drop it. Because the whole eight is sound and everything. I know I'm so proud. That nugget was Every fucking thing that every specifically women, because women have a little bit of a deeper journey on self trust than men do. Every woman entrepreneur can get what you just said, self trust and the way you just explain to not abdicating your power because you're sharing something. And the reason you're sharing it is because you're looking for fucking buy in, you're like, tell me, tell me, tell me you love it. Tell me it's amazing, right? We all do it, we all do it. And then recognizing when you get the differing opinion, right? Or that should, which is always a good sign, wherever there's a should you need to pause, stop and kind of you know, realign. Like what you just said in the way you said it. It's not their vision, it wasn't given to them. It's mine. I need to sit here for a minute, because it's such a sink way that's going to hit someone no matter how many times they've heard the concept of self trust or whatever differently. Because doesn't it seem insane? To ask someone who didn't get the hit? Whose vision it's not to affirm or agree, it doesn't make any sense. It's given to you.

Jill Stanton 51:04

Or who doesn't serve the same audience or doesn't like, isn't an entrepreneur?

Tracy Litt 51:09

Brain, right? It's like, it's so profound. Thank you for that. That was fucking magnificent. Yes. And it served me as well. Because there's still always a tendency you're like, and he was kind of like the gala. Like, the gala was

Jill Stanton 51:24

Just gonna say it's a gala for you. I was literally just gonna say that.

Tracy Litt 51:28

Yes, it is. Yeah. And when I said to a few people in Madrid and Gala, they're like, what's the point? Or what's it for?

Jill Stanton 51:34

Are people paying? Like fucking Gala?

Tracy Litt 51:37

It's a gala to celebrate consciousness and be together. Do you like fun? Like why the fuck is that? He can't even people. I don't understand why people are like, Why do you even contemplate this fucking thing? I can't even. But that's the whole point. Because not people won't see your dreams the way you do. And especially when it's your vision. It's your responsibility to hold that sacredly and carry that into fruition.

Jill Stanton 52:00

Yes. 100%. Thank you.

Tracy Litt 52:02

That was stunning. Me too.

Jill Stanton 52:04

I love our conversation.

Tracy Litt 52:05

My God. I know. That's what I'm saying. That's why

Jill Stanton 52:08

We've almost been going in our is like, no, that's not true.

Tracy Litt 52:11

But that's why I'm saying and we said this on your podcast. So we'll say it here. We're going to end up doing something together, you guys. So we declared it on the last podcast? Because I've been in Canada, this kind of thing. Imagine this in a space IRL. Yes. Correct. Where you're able able then to interject, get the love, get the coach and get the support in the club in the moment like this is going to be on whatever this magnet is. Amazing. Okay, so here is my closing question. So this is called the long game series, right? And the long game is like, playing the long game, building a legacy doing meaningful work in the world. Right? So what does playing the long game mean to you?

Jill Stanton 52:54

Becoming more myself. Like becoming that version of me. And I mean, that'll shift. I don't know, like my number two, when we were gearing up for Sedona. She's like, what's your five year vision? I was like, what? Like, I don't know, like, I don't know who I'll be. If you had asked me that, five months ago, I was a completely different person. Before walking through what I've walked through in the last few months. Like, I can't tell you that all I can tell you is I will always value expansion is one of my number one values. And so I will always go there, I will never shy away from it. I feel deeply called to it. And I know

I'm here to do main big things. And so whatever that is, whoever I have to become to become it. Like, I'm going there. And I would love for you to be along for the ride. But I can't tell you what a five year vision is magic. Magic expansion and connection. I don't know. Hope that's good enough.

Tracy Litt 53:48

It's more than good enough. It is exactly my language. I you're speaking to my soul. Oh my god, I fucking love it. And what a profound thing, what is logging, becoming more of myself. God and that speaks so much to becoming the one and speaks so much to. It's not about the destination. It really is about the journey. It really is about who you're becoming along the way that matters.

Jill Stanton 54:11

I used to get so annoyed when people be like, it's not about the destination. I'd be like, yes. I just want that thing. But now I'm like, as you were saying, and now I like relish in becoming like I after I had my like clusterfuck of emotional experiences happen like, like so fast together. I really had a moment of awareness where I was like, Oh, wow, this is happening because I can hold it. Like it's not mental toughness or emotional toughness, because it's easy. We build mental strength, emotional strength, because it's heavy and we carry it because we can carry it and that's how we become more of ourselves. And like after I have my conversations with Josh after I had Everything with MGC shift. I was like, I am so proud of myself. Like I said that to my coach we work with like a marriage coach, and I work with her separately and she said, what's, what's one of your favorite outcomes of this? And I was like, the the, quote unquote, proper answers to be like mine and my husband's marriage and I was like, I am so fucking proud of myself. I can always count on myself. And I will forever be grateful for myself for walking through the fire.

Tracy Litt 54:11

Yes, yes, yes, yes, yes, I hold that and I celebrate the shit out of you. Because there's nothing more important than that. You with you. You loving you. You being proud of you. You celebrating you. Well, thank you. Oh, my God. Thank you. Thank you. Thank you. I love you so much. I love you so much. Okay. fiercely, as fiercely fiercely, fiercely. Okay, God, I love you so much. Okay, so So okay, well, so wherever you abnoxious? Or amazing. If I'm abnoxious? You mean fucking phenomenal.

Tracy Litt 55:35

We'll go with that. Next level.

Tracy Litt 56:05

That's right. So where can the fabulous people find you and hang out? Like, where did we find out about MGC? And where do you hang in general?

Jill Stanton 56:13

Yeah, the easiest way to connect with me is just to follow me on IG @themillionairegirlsclub. Or if you want to just like, if you're already at a million, and you want to check out the experiences, we have the retreats, millionairegirlsclub.com. And if you're not on a million yet, but you're hungry to hit it, then hit me up for her first million because I'll be opening up my first experience for that. In November. I have

my first retreat in Thailand. Next year, which is going to be a gap down vibe. And I'm just yeah, I'm excited to meet whoever feels called to it.

Tracy Litt 56:48

That's amazing. Thank you. Thank you. Thank you. Thank you. Thank you. I love you. What a gift everyone makes sure you start and stop this one a bunch of time and take a lot of notes. Until next time. Mwah Remember, there's always more love. Love you.

Tracy Litt 57:04

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