

[00:00:00] Welcome everyone. Today we are gonna be talking about something that Terry and I both deal with in our businesses. I think everyone deals with in their business, and that is going from the process of dreaming to planning. Learning new things and then implementing those things in your business and kind of places that you can get stuck.

[00:00:30] Places that feel good, places that feel stretching and how to navigate this whole process of going from ideas to implementation. Hi Terry. Hi. I'm so happy to meet with you again today. I know I love these days. My favorite day of the week. Yay. Yeah, go ahead. I just think this is a good, this is a good, timely topic that we're talking about as you're like building out your business coaching.

[00:00:57] I just think this is something that clients are [00:01:00] to come to you for because we all get stuck in what we're doing and we don't always necessarily plan because sometimes planning can be scary. It can be. And sometimes just breaking down your ideas into concrete steps, a pathway that you can follow to get where you wanna go feels so difficult that we just stay in the dreamer phase.

[00:01:21] We stay in the PAM dreams too much in class phase . Yes, that's true. . When you think when you think about your business, and I know you're transitioning some , but, what are your goals? What are your plans for your business a year from now, five years from now, even 10 years from now?

[00:01:41] What does , in the perfect world, what does it look like as you see it on a timeline? So 10 years from now, I'm gonna be almost 70. So I don't like to think that far ahead. That feels like a long time. Internally I feel like I'm 20, so I don't understand how that could even be possible.

[00:01:59] But for [00:02:00] my business I really am excited to think about the prospects of how many people that I can help in my business, how many people I can take from, I'm making. 30, 40, \$50,000 a year to a place of, I'm making a couple hundred thousand dollars a year. Just to think of those transitions.

[00:02:20] Taking people from feeling small to people feeling really empowered and free inside of their business feels is so exciting to me. I don't have a concrete idea of what that will look like on the day-to-day. But I know that building the systems for my own business that I can then help them build in their business to implement and to grow and get seen and serve their people better, create better offers that the people love to buy.

[00:02:48] All of that stuff that will help them grow is just really exciting and powerful. And I'm willing to let the dream. Shift and change over time. So I'm not, it's not solidified in [00:03:00] concrete. That's kinda where I am. How about you? So when I would, planning for my business, like a year from now definitely have a financial goal.

[00:03:12] And with that financial goal, I think would. Ease a little bit up on stress sometimes. That I think is resonating through my body a lot. I would like a year from now a plan where the, my team members that I can feed into them and let them grow their skills and what they can do and be able to help them to, Add to their income more from my business.

[00:03:36] I wanna be really serving clients well. And a year from now, I really wanna be even more honed in on exactly who are my ideal clients. Who do I serve, who do I market to? So that's a year from now, five years from now, I would really like it where I am running the operations of my business that I then.

[00:03:57] Maybe operations isn't the word, but I, in five years [00:04:00] from now, I'd like to have an operations manager on my team. , that's running my team. And then I am doing the more strategic and systems and then picking and choosing. Because, I don't think I can go a day without being in Canvas.

[00:04:12] So if I wanna play two hours in Canva for a client, then that's what I do. But I'm also not. five years from now, I don't wanna be sitting at my desk at 11 o'clock at night. , it's gonna, it's not healthy and it's gonna catch up eventually. , 10 years from now, I will have been, I will be almost 60 and I will have really only been an empty nester for about three years.

[00:04:36] And at that point I would really like this business to even be running pretty smoothly where I can maybe then, really start, I talked last time we recorded about how I want to share my story. I wanna, even though it scares me, like I wanna find a stage or two to do that, I want to have a book or.

[00:04:55] Something to talk about the different parts of my life from adoption to divorce and [00:05:00] the parts in between that have made me really who I am . And so I'd like in 10 years, to have that freedom, but at the same time, having this business really become what I see it can become.

[00:05:13] my mind's eye. Sure. So how do we get from dream to implementation? What is the, what does the planning phase look like? For me

it's gonna be, I think really looking at how my business is running now and then, Getting some help to figure out how it can go to the next place.

[00:05:39] And I think there's gonna be some hard growth in that and some hard conversations. And I think I'm also a person that is willing to change, is willing to grow, is willing to learn. So it's gonna be some hard work in the middle, but I believe if I do the work in the middle, it will pay off in the end.

[00:05:59] . What about [00:06:00] you? Yeah I'm sure you've seen that graphic where like our idyllic pathway from A to B is like a straight line and yay, it's done. When in reality we know, we're, we've, we're both old enough to recognize that nothing moves in a straight line and embracing that journey.

[00:06:20] So I know that you on the M B T I are Jay. , I'm a P, so I'm a journey person. And oh, that gets to our, this or that question at the end. So I'm a journey person and you are a like check, check it off the list kind of person. . And Recognizing that ahead of time so that you can say, okay, I, yes, I wanna get there and check it off, that I did that.

[00:06:46] But recognizing that you have to go through the process to get there so that you don't get discouraged in the process, I think is really important. You know what I mean? Yeah. Because that, that squiggly line. Running all over your life can feel pretty [00:07:00] disappointing and like a real trudge sometimes. But if you can look at it as every little bit is taking me where I'm headed.

[00:07:06] I think that's important, but as far as for me and my business, I try to reverse engineer things of, okay, like one of the things that I'm thinking about is how to implement a, an in-person event. So I know we've done. Some in-person events for Crochetpreneur, where we've had our mastermind ladies, so small group in-person events, and I'm thinking about what does it look like to do a larger group in-person event maybe next year, maybe the year after that.

[00:07:38] And so that's one of my goals as I'm like moving towards where I wanna be in my business and to say, okay, I need to learn some things along the way, so I need a plan for that. So that. I always leave things to the last minute when I, . So I know that I need to schedule that learning in the process so that I can eventually get where I need to go without then having to panic that I [00:08:00] don't know what I'm doing when I get there.

[00:08:01] That's part of my planning process is to say okay, I need to connect with someone who knows how to run events or, an event planner or something

like that. Learn from them or also off offload some things to them and let them do that. So that's part of my planning process to say, okay where do I wanna go?

[00:08:20] What are the things I need to do between now and then to get there, whether it's five years from now, 10 years from now, what do I need to do and when am I gonna get that done? And then you always make me stick it on my calendar so that I don't forget to do it . So that's why you're such a valuable asset to me.

[00:08:38] Yeah, I think that's, yeah, I like that too. And sometimes I tell clients that too, if they wanna do a launch or something, like put which day you wanna launch it and then let's go back and do the steps and then how do we get there? And sometimes, those planning can be in little chunks.

[00:08:54] Like I do think sometimes as entrepreneurs we get so in our heads with what can be that we [00:09:00] forget what has to happen today. . and it's the little, it's like the little things in life in your business that you don't even think about sometimes, and then you're like, oh, I just had to do that little step and that led me to the next place, and it's okay.

[00:09:14] And the little steps don't feel quite as scary. . Yeah. As those big steps. If you're like, I'm gonna write a book , and then that's scary. But if you're like, okay, first I'm gonna do a podcast , and I'm gonna do a blog, I'm gonna start writing, I'm gonna start sharing bits of my story so that it's in the, doing those little phases that gives you clarity about what you want the big picture to look like.

[00:09:37] And then, so coming back to it either annually or quarterly to say, is that still the dream? No, just checking in. Is that still, do we need to shift the plan or cuz as you gain clarity, I think it's important to let that plan, mold itself to the ultimate dream as you gain clarity on that. And clarity different from month [00:10:00] to month too.

[00:10:00] , in your business coming from the financial. It's ruled. There's clarity in numbers. Like when you really look at your numbers and you really think about where I'm at, what I can do and that kind of gives you a sense too of like, where there's that whole other side is like, where do I really wanna be?

[00:10:16] How do I take that, that, and then backtrack that through all the different pieces. . So it's, yeah, I think it's a journey and I think it's a lifelong, it's a lifelong journey of an entrepreneur that it's always gonna be changing and

your plans are gonna always come and go, but it's still good to have that long range.

[00:10:38] Idea so that you can base everything off of that. Sure. Even if the end doesn't look at the same. And then we've learned in the last year, how or two years, how the outside world can impact what needs your business has when you're like, oh. Lockdown . Now what does my business need to look like?

[00:10:58] Because maybe it's [00:11:00] not working the way that it had been set up. So what shifts do I need to make? Because now the dream has to change because it's not gonna work the old way. Yeah. So we all learn that. We all learn that the hard way in some ways, ensuring that you're able to innovate and you're willing to innovate as the world changes at, AI's coming and that's gonna change business as well.

[00:11:21] Coming it's here. It's here and growing every single day, new it is ai, apps and things come out. Saying, how is that gonna impact my business and how do I need to shift my business so that I don't lose my job to a robot ? Yeah. Yeah. That's so true. That's so true. So what about learning?

[00:11:41] Cause I know you're an avid learner. We just had a discussion about, courses you're taking and stuff the other day. So I was curious with you first of all, how do you decide like what classes you're gonna take? And I don't necessarily mean specific classes, but like in a general, in a role that's full.

[00:11:58] Mm-hmm. Of all these learning opportunities. [00:12:00] And then on the backside of that, how do you logistically fit that into your week of work? Because I think , that's the other part that entrepreneurs get. Really caught up in is my hours are all gone doing client work, so where do I fit in that other part?

[00:12:18] Okay, so two part question I. When there's something in my business that I get to and I'm like, I don't know how to do that. I need to learn how to do that. I am so much more willing to pay for a course to learn from somebody who has already done it, rather than spending hours and hours trying to figure out how to do it myself, test all of that.

[00:12:39] So I. I love course creators. I appreciate people who are willing to share their experiences in wisdom. However, I do vet those people pretty well whether it's joining their free Facebook group listening to their podcasts, seeing if they have actually walked the walk. The world is full of content creators at this point, and [00:13:00] many of them haven't walked the walk.

[00:13:02] They've just taken someone else's course and then recreated it and stuck their name on it and then called themselves an expert. But that's not what makes an expert. So I try to go to the source of the original content to say, okay, this is the person who has actually done it, and has shared, what worked for them, what didn't work for them, what their path looked like.

[00:13:22] That's the person I wanna learn from. and learning from that person implementing that is so important. So how to implement, how to learn, I usually schedule it into the beginning of my day. So even though the beginning of my day is my most. Productive time. So I'm a kind of 6:00 AM to noon kind of person.

[00:13:44] That's where I get most of my work done. After that, I just work here and there throughout the day, but then I'll go cook and I'll go play with the animals or whatever throughout the day. I'll get up first thing in the morning, have my cup of coffee, and spend an hour [00:14:00] learning something, whether it's.

[00:14:02] Listening to a book, taking a course watching videos from a course, something like that, and try and get the learning in first thing in the morning. I think it sticks a little bit better and it gives me the rest of the day to internalize the things that I've learned, make plans for how to implement and that kind of stuff.

[00:14:17] So I do block schedule that into my day. Yeah, that's good. That's a good, that's a good way to do that. And then to let your brain like rest on it all day. Or turn it over and figure out how you can then apply it to your own business. Yeah. I think, I'm like on the other, like my hours are pretty much filled with client work right now.

[00:14:41] I'm still like in that mode, but, I have started implementing some c e o time, which has been amazing because then I don't wanna leave the c e o time. I wanna like just live in there and work on my business, which is positive for me to fill that way. And so what I've done is blocked out some [00:15:00] time in there that I'll use that first part of that to do learning and then do the other work that needs to be done for my business.

[00:15:09] , Mm-hmm. , That's now like on books, audio books and stuff, which I always, I have it going in my ears a lot. So I've gotten a couple different books to listen to. And I think for me to find them, I'm pretty much I've gotten stuff from you that I've, I've talked to you about or I like to hear from people that are in my.

[00:15:29] Real world like, oh, I was list, oh, I got this. I like that, that word of mouth from other entrepreneurs. And I, the way that my business runs as I'm talking to entrepreneurs all week, and so those conversations come up a lot. . And so then I just have a running list in my email. From them or whatever, and I just mark it as potential education stuff.

[00:15:52] So then when I get there, I can just look and see. But I like that because of the nature of my business, I see what their businesses are [00:16:00] doing and I see, oh, they are implementing that. They did get that from there. . And I think like we are blessed in this stage of the world that there's YouTube and things like that, but I agree like sometimes you can spend so much time and time as money that it doesn't really equal, it's good for like, Why is this not, I had someone Photoshop the other day, I like, could not figure out why it wasn't working.

[00:16:25] Okay. That's like a, a minute video and it was fixed cuz so stuff like that. But for the long range, I like the classes too. Nice. So in entrepreneurship, sometimes the ideation or the dreaming phase can hold this. , have you found that you get stuck in that place? I think that when that comes up is when the perfectionism gets wrapped around the dream.

[00:16:54] So mm-hmm. ,, if that happens for me, which I think my perfectionism has, it has died down. [00:17:00] And I've jokingly said for years that happened with five kids. There's no perfectionism in that. But. . If it comes up for me, that's where the dreams die because I get so hooked on something not being right, instead of being able to be like, this is good.

[00:17:16] Just go. Just go. Just go. So I think for me that's, that is where that comes from, is perfection. I get stuck in the, having so many ideas and so many dreams. I'm like, oh my gosh, that's a great idea. That I get so caught up in the ideas that I'm like, I, I can't possibly fit that into my business.

[00:17:36] I can't possibly figure out how to, incorporate that idea into something so that the dream just dies because, I'm like, I don't know what, I don't know where I'm gonna, where I'm gonna fit that in. So for me that's what happens. Or then, or I just start implementing, I, I'll have an idea and be like, oh, I'm gonna do this, and then I just start implementing.

[00:17:56] So then other stuff just falls off the backend and that's the created [00:18:00] in me that's just this sounds fun. And jumping from thing to thing. Oh my gosh. Yeah. That is, that's a creative brain. We all have that, right? Yeah. It's like why people have stacks of Crochet projects.

[00:18:12] They just started or scrapbook pages that this was the greatest idea. Now I went to the next idea, or Uhhuh, , but it's also a blessing because it makes your brain just fire. And eventually some of those ideas do come all the way in. And become part of your business. . Yeah, so I did the strengths finder years ago.

[00:18:32] I did Strengths Finder and my top strength is ideation and then strategy. My brain is just always going. It's, yeah, it's a blessing in our strategy is my top . . . Yeah. You can't shut it off. Yeah. Because I, yeah, I know. That's how I am. So what about when the dream dies and like, how do you mentally, like if there's something you really wanted to happen in your business and then all of a sudden you're like, that really didn't work.

[00:18:58] , like how do you [00:19:00] mentally move from point A to point B? Yeah. I think that we have to go through the grieving process. And grieve it and be sad about it. And then find a new dream. Cuz we, we either get stuck, grieving it, get stuck in regret, or we say, okay, what am I gonna do instead? And we get excited about something new.

[00:19:23] And that does come from having some internal the mindset around. Entrepreneurship is, okay, that didn't work. What did we learn? How are we gonna move on? What are we gonna do next? Rather than, that didn't work. I'm terrible at this. I'm just gonna be sad and I'm not gonna do something new because now I know that I'm just gonna be a failure.

[00:19:46] That's not an entrepreneur. That's a. Someone who wanted to be an entrepreneur, but they didn't, they weren't cut out for it so you definitely have to have that thick skin resilience tenacity to be like, okay That sucked. . Now we have to do [00:20:00] something different and then figure it out.

[00:20:01] It's okay to be sad about it for, a day, a week, a month and then pull yourself up by your bootstraps and say, what are we gonna do next? And I think that what's really helpful in that is to surround yourself with people who are go-getters, cuz they're not gonna let you just fall apart.

[00:20:19] They're gonna ask you the hard questions of okay, what are the lessons? And sometimes the lesson is sometimes things don't work out. That's the lesson, . And then you just, get back up and move on. So they also can bring you to the other side and say, Hey, I remember you did this other thing and it really worked.

[00:20:38] Remember when you did that? Yeah. So maybe you don't wanna go back there, but can you. Divvy off that and find another path for that. Or what about, we talked about this three weeks ago. What do you still think about that idea? Is it still doable? This is a new idea you have. Can you build it in there? Because people around you see things so differently than you see in yourself.[00:21:00]

[00:21:01] That's why I think it's important to be honest and open and vulnerable with a small group of other entrepreneurs so that they can know the back end of what's going on in your business so that they can tell you, remember that thing. Remember that thing. That great thing you did. Remember who you are.

[00:21:19] , remember how you've impacted people and you can still do that even though something negative happened in your business. But if you don't let people see the negative stuff, then they can't, they don't even know that you need that encouragement or you need to be redirected onto a better path.

[00:21:34] Yeah. You have to be real. You have to be real. Yep. All right. What's our this or that this week, Pam? This, or. Something new, and this goes back to exactly what we were talking about, something new or finishing up a project.

[00:21:54] Oops, sorry. My husband's watching March Madness. Did you just hear him? I didn't know what that was. [00:22:00] That's my husband. I didn't even know it was March Madness . He's watching basketball, so I apologize for everyone. I can only control him so much. I hope he was in curse. Okay. That's funny. Something. I like something new.

[00:22:20] I like something new. See, I thought you were gonna be a finish something kind of person. I'm a something new person too. . That is why I have so many Crochet projects, unfinished and so many opt-ins, unfinished, , and so many graphic designs. Unfinished. . Yeah. . That's but think too, and I always do tell yourself you're gonna finish 'em because I do.

[00:22:44] I'm gonna finish that. I'm not back to that. But I think sometimes if we look at it in a more positive way to say, I start something until I come up with the golden nugget, right? And once you find a golden nugget, you're like, oh, I'm [00:23:00] finishing this. Especially if I'm creating new content for my customers of clients and saying oh, I'm gonna create this planner, or I'm gonna create that planner, or I'm gonna create this whatever.

[00:23:10] Worksheet. When you come up with someone, you're like, oh, they're gonna love this, then I'm gonna finish it. But if I'm not sure, then I usually just leave it. But if I know something's gonna be really helpful, then I'll finish it. And I'm deadline driven. I'll be the first to tell you like my, those deadlines on my calendar, they mean something.

[00:23:32] So sometimes it's push come to shove, get it done cuz you have to do it. You've been dreaming about it. Now get it done. Just get it done. Yep. So God. All right, I have to go have a conversation with my husband, . All right, we're so glad you're here and we'll talk to you next week. Okay. Bye.

[00:23:55] Oh my gosh. Okay. I have to go talk to Kevin for a second.