

Thank you so much for joining us today. We are ready to interview our first guest on the podcast, and I'm so excited to have my friend Kim Anderson join us today to chat all about her business, what pivoting in business looks like, and what it feels like to run a business as a human being and not a perfect Instagram influencer.

Okay, that, wait, are you saying I'm not a perfect Instagram, YouTube influencer, TikTok, or all the things? I hope not because then I would feel really intimidated chatting with you today. Kim is a dear friend of mine we met years ago at a blogging conference in a hot tub, yeah a hot Tub.

And she's been such a huge blessing as I've been growing my own business. She was my blogging coach and mastermind friend. She is the [00:01:00] host of or the blogger behind thrifty Little Mom blog and Kim Anderson Consulting, where she helps folks start their blogs and she really supports writers in fulfilling their dreams for writing online.

And why don't you tell us a little bit about Kim, about exactly what you do beyond what I just said. That's fine. So I started way back in 2013 blogging because I had become a stay-at-home mom and completely felt like I was losing myself in momness, which I think is good for some people, but not good for me and my personality.

So I just had to figure that out and somehow, magically fell into the idea of blogging and understanding that there were people in the real world who were making an income and in some cases significantly enough that their husbands quit working, which to me was like mind blowing because I had a four year degree, I had all the things, but the thought of making more money than my engineer husband just never really seemed like a reality.

So that was really compelling. And I liked the idea of paving my own way because the job that I had left to be a stay-at-home mom I felt was a toxic environment at the time. And as you leave you start to realize wow, like I sacrifice a lot. For very little return. In those situations, emotionally, physically, relationally everything. And so blogging was this place where I could do what I loved, but I could do it in the margins of what I value. And that's the thing that I talk about a lot in my programs that I have, my membership group for bloggers and stuff is I just talk about the

importance of recognizing that a particular community has values and there's things we value, we could value our career because there are people who do this stuff in the margins of a career that they love. There are women in my community who do this in the margins of homeschooling. They do it in the margins of care taking for parents.

There's all these different things that we value and growing these businesses in those margins is absolutely messy and so my kind of evolution was I started doing the blog and the more that I would go to blogging conferences, the more I realized that people would tell me that I really have a gift for coaching and you should consider doing that because you're really helping people just very organically at these events.

And I'm like, yeah, but I've always said I would never get into blogging about blogging. Cuz to me that was like taboo, not taboo, but just they felt like it was what everybody did, eventually, like everybody does this. And so I was like, I'm not gonna do that. So I resisted it for a while.

Until I did realize oh man, there are really people I could be helping and this is one of the things, like encouragement and all that. It's something I'm made for and so from that came a podcast and then from that podcast, which was originally Just Keep Blogging, but then has recently been changed to the Self-Made Writers podcast.

Again, a lot of the pivoting of things as you go. That's what got me to that place I'm at, okay, I'm gonna do this podcast. Okay. There's things I can do beyond this podcast that would help people. Because I see gaps in people's education and I see gaps in people's understanding of how this works.

And I feel like I have a good gift of being able to take complex stuff and make it easier for people to understand. So that's really what my consulting and coaching business is based on, is just trying to take complicated things, make 'em easier, as well as be a cheerleader for people, which is what coaches do and, that's what I've been able to be, because of my blog, a published author.

So I have all these crazy random things that kind of build into who I am today. But I'm always learning and evolving and growing and more recently my husband and I just opened a brewery in our small town. So now I'm getting all this experience with brick and mortar business, which is completely different in so many regards.

And now suddenly I actually understand social media. Where before I did not really, I understand social media from a community perspective, but I did not understand it from an advertising as much perspective. I don't know how to explain that. If you're a blogger, it's such a muddy place to be because the influencer life is different from a business life.

Does that make sense what I'm saying? Like an influencer makes you feel like you have to put on a persona or be this representative. Whereas the brick and mortar business is here's the reason you should show up here. This is what we do. This is why you should come here so much easier. I don't feel like crap when I get off of advertising for the brew.

That's really good, that's really defining. It is. It's so fascinating to understand. Yeah. I understand what you mean about I don't feel like crap when I get off social media because either you're fighting that urge to pretend and be a little bit inauthentic, so you look better than you actually are.

And we had talked before we even started recording just about how Teri and I are very focused on we just wanna be authentic and be who we really are. And usually that's pretty messy and Not super professional looking from the outside or especially the inside . And I think that's really great to just say Hey, even people who are influencers, people who are getting paid to share their ideas with you, sometimes they feel like crap when they get off the internet. Yeah. Can you tell us like every day when you get up, what is your why? If you had to say what your why is and now it sounds like of course it's changed as businesses have changed, but at the end of the day when you look back, what was it that pushed you through a day that, as we know as entrepreneurs, are just sometimes really hard days?

What's the why? My why in the beginning was I knew that there was money that I could make, and I just had to meet, like I had to get there. Like I had to get enough momentum to do it, and I knew that income would create a lot of flexibility. And so I think initially I liked the idea of flexibility.

That's what drove me because I have three kids and a spouse and I don't know, there's just, there were like a lot of days where it just felt like, in our case we were just grinding away day after day. And routine is good, but I don't know, like my husband commuting hours a day and then he is worn out when he gets home.

You know what I mean? So it was very much like living for the weekend. And I think at some point I got to where I liked that I lived for every day, like instead

of every weekend, because every day was new and fun and whatever I made it, right?

My why now because of momentum that I've built over the years where basically the blog keeps going, whether I do anything or don't do anything. The why that I have now is more, this is interesting. I haven't had to talk about this. I would say my why right now is getting it together, like it's giving me an opportunity to in the past two years, stop, pause a little bit and work on mental health. Work on some like little trauma that I hadn't dealt with. So I think that now what my why is, is being able to wake up each day, work on what I wanna work on, when I wanna work on it, and in the background work on me.

Oh, that's awesome. I love that, Kim. I love to see that growth in you because you have such a heart for other people and the way that you serve your community, it's just beautiful. I just love it, it's gonna make me cry a little bit. So for those new to this podcast, I cry about everything. It's what I do, so you get used to it.

But I love Kim, so that's gonna make me cry. But Kim really does have a heart for people, and you can hear it in her voice. How gentle, like she's not always gentle. Yeah. Because sometimes I'm like, we need to fix this thing or whatever, but it always comes from a heart of I really want the best for you, so listen to me.

And to see that you're taking time now to take care of your own heart and to heal your own stuff is just beautiful to see. So I love that for you. Yeah, so thanks. I think that's because I got to a place, even with coaching, cuz I was, I've done it for like almost five years now or whatever. I got to a place where I realized like I could do it, I can still do it well, but I knew that I was almost at the point where the cup was empty, if that makes sense.

Like I was coming to a point where I thought if I don't pause and take a break, and that's honestly, like if you are a person who has worked with me and you don't get why I take fourth quarter off every year. That's part of it. So with coaching clients and stuff I don't work with people usually in the fourth quarter because that's my time to recharge before the new year so that I can lead and encourage from a place of where I've taken care of myself, because people don't realize, and I don't wanna go rogue here, but people don't realize.

There's professional settings where you have to be this person. There's expectations for the way you're supposed to behave, what information you're supposed to divulge, what you should keep to yourself. But in our world of

online blogging, which is basically, or writing or creating is the wild west, right?

And so when we do things like coaching, And even on Zoom, I mean you are connecting with other human beings who value this weird thing that's still not quite normal or mainstream. And it's a place of vulnerability and sometimes because you're in these places and you start to realize that you all struggle with the same messes and the same problems, and the same doubts and the same insecurities, and then you have this beautiful space that's even though it's like on Zoom or however you're doing it, it's still private, but. Like people cry or like they share their pain or they share their struggles or they share whatever. And I think that's really beautiful. But that also plays into where you are. And you're, you were a psychotherapist before, right? Pam?. You get it like people share and you have to learn to take that information, but not absorb that, if that makes sense. Rogue there. Sorry. It's good. Awesome. Yeah, there's definitely a boundary that you have to set. I can be in your story with you, but I'm not gonna take your story into my own house. Yeah. And it, and part of it is that you are letting people into your house, like you're here as we talk on this podcast. Teri's at her house and I'm at my house and you're at your house. And we can see into each other's world as we're talking to each other. And it's the same thing when you're talking with your clients or your customers.

Yeah. That you're all in each other's home. And so it brings in that new dynamic of like, how do I set boundaries there? It really is. It's a beautiful thing. Like it's a beautiful opportunity. I'm thankful that I've had it. So anyway. Yeah, it's pretty amazing.

All right, Kim, so as we talk about your coaching business, your consulting business, your, how your business has shifted over time, who would you say is your ideal person?

How would someone know that they're the right person to connect with and work with you? , that's a good question. Pretty much if you are in that, like if you hear, when I say that you are a person trying to build a business in the margins of what you value, then you know who you are because ultimately you're gonna pivot into what's important to you before you'll start your business.

Like you will not put your business necessarily. You'll put it first when you need to, if that makes sense. But you're not going to ignore everything in your world for the sake of that thing because at the end of the day, you know that that song life's an hour less glued to the table.

This is the time that you have. And so you are not going to give up time with your kids in the season of your life for this thing like you. You may make trades occasionally or whatever, but it's never gonna be to the point where you, for months on end, ignore your kids [00:14:00] or months on end, ignore responsibilities.

Like you might ignore 'em for a weekend, might ignore, just long enough to where you can't tolerate it anymore, and then you're back. And that's like the people that are in my community. Like I think that there are people who have communities where it's these women that are taking on the world and we are going to crush it and we are blah, blah, blah.

Like all these things, which is wonderful. And there are tons of communities for those like high power. We wake up and put a power suit on in the morning, women, right? And I'm getting up in my pajamas and I am like, dear God, there's bananas all over the wall and I'm gonna clean that before I do this blog post or whatever.

And then, there're the people that when they go to write a blog post and they've made a cake, they are shoving all the shit off their counter into the sink. just to take that shot of that piece of cake, on the table, because that's our reality. And it's very imperfect. But that's who I see as people in my community. And you're gonna recognize that in yourself is, you're just doing it cuz you love it. Yeah. That's so true. So true. Yeah. Resonates a lot So when someone says that they want to grow their business in order to retire their husband, how do you respond and do you have any tips for them?

Yes. Don't. I thought you might say that I have been waiting for somebody to ask me this question for five years. Just don't I used to, that was so funny. I'm gonna have to roll back. So a few years ago, someone included me and a few of my friends in this article about women that had retired their husbands, and it got put on some, it got put in some group.

And I remember all these husbands who had quit their jobs to help their wives were like, really I don't know how to describe it, but they were very negative in the comments about all this stuff and I didn't know what was going on. I was like, why are these men reacting so viscerally to this thing?

And it was just, and these were people that had already walked this path and for me at the time, I was just stepping into it. I'm trying to be careful [00:16:00] how I say this, because ultimately what needs to happen is if your husband is going to retire because of whatever you are doing, you need to make sure he has

something to do, because a lot of men, maybe not all men, find a lot of value in themselves in what they do.

Even though what they're doing currently is so because with my husband, everything, like he liked his job, but everything around that was so stressful. The commute was so stressful, he was just stressed out and when he left, he started doing YouTubes. He did that for a little while and he was trying to explore that and that was good, but there were definitely seasons where I recognized He still hadn't quite found his thing yet. You know what I mean? And so then ultimately you know what I watched happen to people around me was like basically their husband started going back to work. So it was like they retired them for about a year and a half.

The husbands would try to come on and help them. That didn't work, right? Because honestly, like I think a lot of women, you may get along with your husband. Like in your household, but when you start trying to mix your businesses together that can be complicated. It was funny because like last week, My dentist showed up at the brewery and I went outside and was talking to her because her husband also owns a brewery, but it's in Charlotte.

And so I said, I was like, do you help with a brewery? She's said nope, I have my business and he has his and I don't get in his business and he doesn't get in mine. And I was like, that's some wisdom for some people who are listening. , Mm-hmm. Yes, you can retire your husband.

Absolutely. But the important piece of that puzzle is please make sure that he either knows his why behind why he's leaving and what he's going to go explore or do or try, because I think most guys really need, they need something to continue to make them feel just like us, like that's the whole, my whole story, I quit to be a stay-at-home mom and felt like I lost myself. And I think if you're not careful, your husband will experience the same. And so lucky for my husband, like in this journey, like it freed him up to do a robotics job remotely, right? And now he's got the brewery.

So he is, at a level of satisfaction with his stuff. That is the peak of what I've seen since he left his other job, really and that's perfect. Like it took him, it takes everybody a while to figure out what they're doing and what they love and what they enjoy, but he had the space to do that.

So then I'm joking about saying don't, but really the key there is if your husband is going to retire, which he's really not. If he's gonna leave his career to do something, just make sure that he has something to do, that he gets to own, that

he gets to value, that makes him feel complete, because if he does not have that, it can be very hard mental health wise for people.

Sure. Yep. I agree one hundred percent. I've retired from my husband and now we have a farm. So he is busier now than he ever was when he was running his own business because he's got sheep and he's got chickens and he's got fences. And I would also say if you're thinking about having your spouse leave their job to help you before they leave their job, go ahead and have them start helping you smart so that you can see how that dynamic actually works before you pull the trigger, if that makes sense.

And things are a little harder now to be honest with you. I'm just gonna add this piece. As an entrepreneur, like when I, when my husband quit his job, health insurance was easier to work with because there were all of these, like health shares and stuff that were out there, that every entrepreneur that I knew was using and those things since Covid had just gone to crap, like I had to leave the one I was on.

I had to leave, like they didn't pay for anything last year. Huh. There's all these things now to consider, like where before I was like, yeah this has worked for us. This is how it's worked. But in total transparency Like that's been, it's been really helpful for my husband to get a regular job again, because we have regular health insurance where before that insurance was just not cutting it anymore.

And there are options, like you can be on the exchanges, but that's expensive, yep. I just signed up today. Yeah. As we tape this, it's December 15th, so if you haven't already signed up for your exchange healthcare, you don't miss that window either. Do not miss it. Yeah.

Yeah. And it is expensive. Even with tax breaks, it is expensive. Yeah. Something definitely to consider as a business owner. Okay. Before we're done if you had one takeaway for our audience to remember about building and also pivoting a business, what would that one tip be?

I think the big thing is before you pivot, because I didn't talk a lot about my pivots, but like with Thrifty little mom, I'll go back in the little time machine for a second with Thrifty little Mom. It started off as me talking about Thrifty lifestyle, which then pivoted into more personal finance as I went.

And when I wrote the book that I wrote, then it really put me in a personal finance mode. But when I came out of the other side of the book, having had

twins a week before, they gave me A contract and had six months to produce the book with newborn twins. I was really burned out of personal finance.

That's my reality. Okay. And there's a lot going on with that and so when I came out on the other side, I was like, I kept really don't be afraid to treat your stuff like a ball of clay, basically. Best analogy I can come up with and like really work with it. Work it, shape it. Think about it. and like before you make major pivots, just think about something but marinate on it for a while. Don't just run and pivot into it. Really start to think about that and you have to get, what I say is before I make any major changes, I sit with something and play with something long enough to where it makes logical sense to me.

It makes good business sense too, it makes sense based on the industry and where it's going, if that makes sense? And then I have to feel at peace about it. Internally okay, this is the right thing. Which may sound like a lot, but really every major decision I've made has had a lot to do with me thinking about it for a long time.

Working through the pros, the cons, really thinking about the idea. When I first think about pivoting, whatever that thought of, what I'm gonna pivot into is, will eventually evolve into what it should be. But it doesn't get there if you just stop immediately. If you say, oh, this is a great idea.

I'm gonna stay here and you don't like, just work on that, then you don't get to the place, I think where you get to a place of contentment with what you're pivoting into. I don't know how, I don't know if that makes sense. It's hard to articulate. Like for me, when I decided to break away from, just keep blogging

and move into self-made writers. I had been thinking about it and thinking about it, and then I had a retreat that was coming up at the beach, and so I went up a few days early and I would just walk the beach for hours, and I would just run over this thing

like, why do I wanna change this? Why am I changing this? Then I just have to marinate on it and marinate on it and on that beach, like I finally had that moment where I'm like, okay. It's like a breath of I don't know, it's like breathing fresh air and saying, now I know why I'm doing this.

The reason that I'm doing this is because of this, and then I pivoted. So my best advice is just don't do anything real winnie like on a whim or because you may feel something one day and then wake up the next day and feel completely

different. And that's why when I'm coaching people, we will come up with something and they'll be like, oh my God, this is brilliant.

I can't believe that I have never thought of this. And I say, Good. Now I want you to take the next week and think about it. I don't let anybody just pull the trigger, grind anything cuz I'm like, you're gonna be excited. But you could wake up in two days and be like, this was the worst. So that's my thing, like sleep on it, marinate on it. And even with Thrifty Little Mom, like I had to, I pivoted into parties because what was happening in my life was my brother-in-law died at 43, and I was so tired of personal finance because of the book and I was so tired of just, I don't know, I just [00:24:00] needed to write about something happy for a little while.

And so I pivoted into that because everybody was like, the riches are in the niches, guys. Riches are in the niches. But that wasn't a great decision because then the pandemic happened and nobody had parties anymore. And so then I had to pivot back, right? To personal finance stuff again and.

It's just being able to ebb and flow and be flexible and, no, this is your business and like you can do whatever the heck you want because it's what you're wanting to do. But that's my best advice is anytime you decide that you wanna try something new, don't make big announcements.

Just take some time to really marinate on it. And one piece of advice I gave on one of my recent podcasts, especially if you're a writer or creator that's listening. My other best piece of advice is to decide if what you're doing needs its own platform, or if it can be said in a book or something like that.

Does that make sense? So many people are like, oh, I wanna start a new blog, or I wanna start a new platform for this, and this. And I'm like, but if you could dump all the information you had to share about that into an ebook and put it on Amazon, that would be way easier for you than trying to build a whole other brand.

So that's my other piece of advice to think about. Is that helpful? Yeah. So just pivoting into, not always what you know, but pivoting into what might be a better passive way of making money or, yeah. Good. Yeah, so that's, that's awesome. And being open I guess is the other piece of that puzzle is every time you pivot, you need to be open to the new experience and what that brings to you. And, let it flow. Is the best way to say it, awesome. That's awesome. We're about ready to wrap up, but before we do, we have this thing that we're doing on our podcast, this or that?

I'm gonna let Teri do it, okay. I'm gonna take a sip of my eggnog. Okay, It's just one this or that question, so you don't have to worry about it being a long this or that thing. It's not so our this or that this week is, do you prefer colored Christmas lights or white Christmas lights and why?

Oh, colored Christmas lights, for sure. I told her that was gonna be your answer. She did say that. And why? Yeah. Because white Christmas lights are something that Martha Stewart would do. And I'm Elf 100%, so I would have right now I'm loading colored Christmas lights on everything that I can. Are you really?

Yeah. And it's December 15th, so I'm crushing it. So I told Teri that Kim is gonna say Colored Christmas lights that flash dears flash. Oh, flashes though. I'm A D H D. Oh no flashes. Okay. Yeah. Yeah. I thought you would like flashes That overwhelms me.

But you do need all of the color. Yes, like last night we went into the Christmas lights that are in sync with music and those flash and I'm good with that, but I can only do that 15 minutes before I'm like, okay. Cause what I wanna do is sit on my sofa with my eggnog and my elf sweatshirt and the Santa Claus movie. The Elf movie playing in the background and stare at the colored lights in the dark. Aw, that's awesome. Nice. That's awesome. We want to connect our audience with you, so can you tell our audience a couple places to connect with you and then we'll have it all in the show notes.

Sure everybody. If you guys want some regular encouragement you can listen to the Self-Made Writers Podcast anywhere where podcasts are published with Kim Anderson. And then if you're curious about membership or masterminds or anything like that, you can find all that information on [kim anderson consulting.com](http://kimandersonconsulting.com).

And if you wanna start a blog, you should go follow Kim Anderson Consulting. Yeah, she is a rockstar. Thank you. And you'll love her. I have so much to say but you'll love her is enough for right now. Yeah, Thank you so much for the opportunity to come on here and chat with you guys. I hope it's helpful for people who are listening.

I think it will be. Yeah. You're a wealth of information. She really is. I just talk a lot, so I'm really good at talking. It's my other superpower. Thanks Kim. I'm so glad you were able to come and join us today and go check her out folks, and we'll be back again next week with a new episode.

Yay. Take care. Bye.