

## Ep #73: How to Scale While Still Living Your Life



### Full Episode Transcript

With Your Host

**Brooke Keeling**

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## Ep #73: How to Scale While Still Living Your Life

Want to have it all? Well, the best day to get started is TODAY. Welcome to *Love Your Living*, a podcast for ambitious women who want to take their life and business to a WHOLE new level of success. I'm Brooke Keeling, multiple six-figure business owner, passionate entrepreneur and your host.

Welcome to another episode of the *Love Your Living* podcast...

Hey everyone, and welcome to the *Love Your Living* podcast. I am your host, Brooke Keeling, and excited to chat with you guys on a topic that has been requested by so many for me to do trainings and speak on and touch on in terms of how to implement in their own business and what has really helped. And those two things are scaling and time management.

Now, I could dive into both of these in separate episodes, and I might. So I would love to hear from you guys, whether you're reading show notes, downloading in an email, or if you're listening to the podcast, shoot me a message and let me know what topics you want to hear on and if you like to hear more of how-tos, the strategy behind and how to implement into your business.

Because, oftentimes, I feel like it's so powerful to hear stories of what's going on in someone else's business. When I had my mastermind group running, it was not necessarily me always teaching, but how you can hear and take away what other people are going through in their business and how it applies to you.

And I think that those messages are incredibly powerful as well. I always learn so much from those. But today, I'm going to dive a bit more into actual strategy.

So, I have had so many conversations with incredible women, and working with some amazing women, that we all take on the world, right? So many of

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the people that I tend to resonate with or attract in my world and in my business, whether it's my team or coaching clients or in my programs or part of my masterminds or friends are high achieving women. They want more. They want more in their life, they're already doing a lot.

They sometimes are trying to figure out, like, okay I want more but maybe I don't know what it is. Or it's how to achieve it, how to take their business to the next level. And so one of the things, when it comes to strategy, is I want you to really understand that bigger is not always better. And so we have these conversations and we think, okay, I want to scale my business to the next level; it is going to take twice the effort or twice the amount of people or twice the investment, whatever it may be. And that is not the case.

So I want you to get really, really, really clear. If you're looking at scaling your business, what do you truly need to break down in your business that is going to allow you to go further faster. So, for example, my real estate business, it was twice the size last year as it is this year and we will finish the year out likely beating our numbers than we beat last year.

And that was because we got really clear on who and what and it isn't always more. It's not just more seats on the bus. It's not more people. It's getting the right people in the right places.

So the same thing, when I'm having strategy calls with my clients and they're thinking, okay I want to scale, I need to add more people, or I need to grow my business, or whatever it may be, they're looking at the wrong things. They're looking at the wrong things that are scaling their business because, oftentimes, some of the things that they think that they need to scale at, it's more headache. It's more time. It's more of all the things that they don't have.

It's more people that maybe aren't aligned with their goals that aren't going to allow them to take their business to the next level at the capacity that

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they want, however, those people are going to cause more headaches and more drama and take up more of their time, versus being able to focus on the things that are going to or the people that are going to.

So one really huge example, get really clear on what it is that's going to take your business to the next level. If you don't know, you need to book a call with me and let's figure it out so that we can get your business going into that next level and how I can help you do that.

Number two, systems and processes. You guys have to have consistency in your business, which is another area that I think so many people lack. We're not afraid to hustle, we're not afraid to grind it out, we're not afraid to do the work. But for how long can you grind it out and do the work at that pace?

You need to figure out what is sustainable for you because you do need to do the work in the beginning. If anybody is saying, it's going to be all roses all of the time and you don't have to work that hard or even – there's some really great takeaways in the book *The Four-Hour Work Week*, however I think it's bullshit.

I don't really think that you can start a business only working four hours. And if there's some of you listening out there that are doing it, that are at a seven-figure mark and working four hours a week and you never had to put in more than that, I would love, love, love to hear from you.

I do think that it takes hustle and you go in and out of this as a business owner and especially in the beginning and as you go to new levels because what happens with business is that you feel like you're pushing a boulder up the hill. You're pushing, pushing, pushing, you're doing all of the work, you're working really hard, and then you finally feel like, a-ha, I got to the mountaintop, and things are great, right?

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You've reached your goals, you've reached the peak, you're on top of the mountain. And then all of a sudden, you plateau. You level out, you plateau, you hang at that same area for a while and then you think, okay, I want to go to the next level again but I don't know what it is. And so you start to figure out, like, okay, how do I take my business to the next level?

And what happens is you start to see a downward turn in your business. This is when most people freak out and go back to what was comfortable, so you never grow because you're not willing to take that little risk and that downturn. But you downturn a little bit and then you peak again. You've got to work your way back up and you're going up, up, up, and then you peak again, and then you plateau, and then you go down, and then you go up, up, up, and then you peak and then you plateau.

It's all part of the process. Business has different phases within it and at each phase, you need to know what's coming and how you need to scale because every phase is very, very different. But you have to have consistency in your business. Are you doing the things – so, oftentimes, what I see is when people want to scale to, like, say the second or third level in their business. They've worked their asses off. Maybe they've built a team around them, they've seen the success, and now they don't want to do the work anymore, right?

They want to find more balance, they want to find more of whatever it is that they've wanted to see in their business or their life or they just feel like, I can't keep going at this pace. And so they start to not do the work, or honestly, people just get flat out lazy. I see this a lot in entrepreneurs because there's a lot of us that have big pipe dreams and we're willing to do the work for a short period of time, but when it gets mundane or if we feel like I don't want to do this or we just get lazy, that's when you either quit and you don't make it, you don't last long-term, or businesses fail.

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And this is where you need to have systems and processes in place, but also understand that you have to be consistent in doing the things that you need to do every single day to move your business forward. And if you're scaling, maybe some of those key factors, those key components, maybe they're no longer you but someone needs to be doing them.

So you can leverage yourself. You can leverage your time, but you can't just say, okay I'm going to the next level and I don't feel like doing this anymore. So you need to have systems and processes in place so that you can stay consistent on your goals.

The third thing that I think is so important that, especially with women, what I see them struggle with so much is saying no. There's an art to saying no. So we take on the world. We're managing all of the things. We're managing a household, we're managing the teams, we're managing the businesses, we're managing the finances, we're managing the laundry, the kids, the pets, the yard, all of the things, we're managing it all, the Christmas shopping, the cooking, you know, you get my drift.

So we're managing all of the things and as you start to build a team and a business, I see so many entrepreneurial businesswomen struggling with understanding how to create boundaries around themselves that they feel okay and comfortable with. So I'll give you an example. I've been in this many, many times and honestly, I've been in the same phase recently. And this can happen directly in your business. It can happen within friendships, it can happen within family.

But we care so much about serving our clients, serving our people, delivering, keeping people happy, that we tend to allow, either one, we don't create boundaries and so we're trying to be everything to everyone, which doesn't serve everyone and it doesn't serve yourself – it actually hurts everyone because you're not able to give everyone the attention that they need every second of the day while also being able to manage and

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scale the business and think bigger and serve your clients on a higher level. You cannot do it all.

And so something has got to give. You have to get super clear on the key things that you need to be doing every single day and you have to be okay with saying no, saying no to opportunities that come along, saying no to schedules that don't work for you, saying no to someone asking you to maybe take an appointment outside of your business hours or, gosh, I have so many examples of this that relate to personal life, saying no to interrupting your schedule, saying no to an event that you just don't have the capacity to go to or team members or family members, whatever, you get what I'm trying to say.

So we have to learn to create strong boundaries for ourselves and we can do this in a way that can feel good and not feel like we're just being bitchy to the people around us or that we don't care. So being able to care for your people and being able to truly know what's going to move the business forward and allowing them to hear that in order for us to succeed, in order for us to go to the next level, in order for us to achieve our goals, I need your help. It's as simple as that, right?

Or this is the support that I need in this moment, this is what I'm working on. You don't always have to validate and explain yourself. I find it super helpful with team members so that you don't feel like your team just doesn't feel like you don't care because I care tremendously about my team, but I go through phases where all of a sudden I have everybody texting me, you know, questions versus having systems set up of how we're going through things or being resourceful or whatever that may be.

And when I'm trying to work on bigger projects or bigger strategy or solve problems or put things together that are going to take us to the next level, it's really difficult to be there for everyone all of the time, even though I want to be, and then also serving clients and being there for them all of the time.

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And so it's just, again, part of it is systems and processes. It's setting expectations though with your team and also getting really clear on what you need to be doing, what your role is, what the queen bee role is and being able to clearly articulate that with your team so that they understand and they're on the same page and they can see that big picture and what you're working towards and they want to be a part of that so you can all be team players.

Communication is key as well. Communication is everything. So boundaries are huge. I just went through this in my own world and I've been through this many, many, many times before as I've shifted into different areas of my life. And it's feeling guilt. It's feeling guilt around not feeling like you are serving people enough, that you're not giving people enough attention, enough of your time, that you're not going to all of the events, that you're not committing to weekend, family endeavors or what the needs of your family are or your friends or whatever it may be.

So it's not always business. It's also your personal life as well and being able to really protect that time. For me, my schedule is absolute insanity and I have a lot on my plate. Usually always but especially right now and especially now as I'm preparing also to have a baby and I have a lot going on in my personal life, I have a lot going on in my businesses.

And when I have downtime, I need to be able to recoup. I know what fills me up and that time is spending quality time with my daughter or my husband and being at home and being able to decompress or going on a hike or not having an agenda. I'm around people all of the time. I'm working with things all of the time and working on things and I know what fills me up now. But oftentimes, I feel like maybe I have guilt around something or I'm not giving enough to other people.

And so if you ever feel this way, I want you to know that, one, it's very common, especially for women, but you have to be okay with serving

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yourself first, which is also a hard concept sometimes. And when I say okay, I consider myself a very strong personality and I also consider myself to have fairly strong boundaries at this point in my life. That doesn't mean that I don't have guilt. That doesn't mean that I don't feel like I'm not giving enough at times.

And so as much as we say I'm a hardass or I have this all figured out, there's still a lot of feelings that can come up that you need to just allow yourself to let go of and say, okay, there's nothing wrong with this, this is who I am and this is what I need. And by serving yourself first, it's going to allow you to serve your clients. But it's going to allow you to show up for your family better. It's going to allow you to be in a better state. It's going to allow you to feel more energized. It's going to allow you to take your business to the next level. It's going to allow you to be a better leader and advocate and support person for the people that need you the most.

So to recap on my top three tips for scaling – number one, you need to know where your focus needs to be at scaling, and it's very different at the different phases of business. So first, identifying where your business is at and the lifecycle of business, and then clearly understanding where your focus needs to be. What area are you focusing on? What area are you growing?

Number two, systems and processes, you have to be consistent as you scale. You can't just say I want to go to the next level, and everything that has gotten you to the level that you're at, you're deciding, I don't want to do this anymore or this is beneath me. You have to leverage your time as you scale. You can't continue to do all of it. So this where your systems, your processes, and your people come into place and you must have consistency in those areas before you let off the reins.

Number three, you need to have strong understanding of where your focus needs to be, being able to say no to the things that are not within that focus

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and being okay with it, setting strong business boundaries so that you have the energy, you have the clarity, you have the time to be able to serve on a higher level, to grow your business. This is so crucial as you start to scale because you need to have time to work on your business, not always just being in your business.

And as you continue to grow, as all of you know, more things pile up on your plate. So having crystal clear clarity on what are those roles that you need to be focused on and being able to say no in a very artful kind way to the other things; setting expectations with team members, family members, friends, being okay with what you need in order to support you in your bigger goals in life.

Some people will not be okay with that, and that's okay, you need to be okay with that. It's mind-boggling to me sometimes. When I was first starting my business, I had the same thing and now I have clients that come to me and say, well I'm struggling with this person and we had a long talk and this is what we're going to do. And what they end up doing is breaking down all of the things that they want to do in their business and justifying it because a team member of theirs is not happy with the way that they're running their business.

If you have people on your team that you feel this way, that you feel like you have to constantly be pleasing, if you have people in your life, if you have friendships in your life that are constantly, like, I need you or I want you to do things this way, or whatever, trying to direct how you are living your life on a personal life or how to run your business, you have got to have a conversation around that or you need to separate and go different directions.

It's so powerful to have an incredible team that's all on the same page, but when you have someone that comes in that thinks that they're going to run your business their way, it's toxic in your environment. And it doesn't mean

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you always have to get rid of them right away, but you need to be able to address it and be able to put a stop to it, or that person's maybe not a great fit for your culture. So those are my three big keys when you're thinking about scaling, three things to really focus on.

Now, along with scaling comes time management, which I talked about this a little bit too through the scaling. Some of this is going to kind of have the same effect on this as well. And starting this out, time management, we all have the same amount of time in a workweek. And what has been mind-blowing to me as I've continued to grow my businesses and as I've continued to invest in myself and surround myself with people that are playing at a higher level than me, whether it's through masterminds that I'm involved in or coaching, what I've realized that I didn't really see five years ago or eight years ago is, when I set out in my business, I was like, I want to hustle.

I want to work 12-hour days, I want to be super successful, I want to be busy 24/7. I want to always be able to say, oh I got a bazillion emails and I have this many deals going on and I'm busy, busy, busy, right? That was my idea in my head of what success was.

And I have a lot of people that will come to me now in my life and that's exactly what they say to me; oh you know how it is, it's busy, I'm up until 11, I'm up at 4am, I'm on my emails, business is always a monkey on your back, you know, there's never really any checking out and my perspective has changed so much on this topic because I don't feel that way and I don't run my business and I don't live my life this way anymore, nor is it anything that I ever want.

I've worked really, really hard to set up systems and processes and a business that can support the lifestyle that I want to live. And so, one of the biggest takeaways that I've had on my own journey is understanding that there's so much more to life than your business goals. So, I'm so business

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oriented. I love making money, I love having – however you define success – I love having success in my life. I love continuing to grow and scale and push myself. I will never stop doing that.

However, there's more to it than that, so understanding that truly you have to have this balance, which there's no definition that I could give you of balance that's going to relate to every single person. You have to find your own balance, your own sense of balance, what works for you, what feels good in your life, and what supports the lifestyle that you want to live, whether that's traveling, whether that's spending time vacationing with your family, or just spending time away and at home and being able to completely check out, whatever that may be, you have to figure that out for yourself.

And so I no longer want this mentality of, like, I have to be grinding it out working all of the time. And when I see people doing that, I want to be able to just like give them the gift of the knowledge that they don't have to do that and that actually isn't a great thing. It's not that appealing. It's not that great.

Now, sometimes when I get around that, I'm kind of annoyed by it. Like, okay, but it doesn't have to be this way. Like, there's so many things that you're doing that you shouldn't be doing in your business. And so, as I've surrounded myself and I've continued to grow, what has opened the doors and my eyes to this new world is, one, you have to find fulfillment. Success is more than just the hustle and the grind. It's self-care. It's taking care of yourself. It's loving your life. It's finding different passions outside of work. It's finding time to play and have fun because otherwise you will be so miserable.

There's so many stories of this. Steve Jobs, go and look up his last article that he wrote before he died. There's so much that supports this concept of

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feeling like you're missing something – so being able to be content as you grow.

And what I've learned is some of the most incredible people that I look up to, some of the people that are doing 10 times the business that are billionaires, they're not working more than me. They're working less than me. They've just figured out how to run their businesses smart so they've figured out how to scale. They've figured out strategy. And these are people that have so much more going on than me, you know.

Tony Robbins has, I think, over 40 businesses now. So if you feel like you have to have one thing that you're focusing on always, that is so not true. There's so many people that have different avenues of wealth and businesses that they're working on. And that doesn't mean, since Tony Robbins has 40 business, he goes and visits them maybe once a year. So he has them set up to run without him. That's the dream, right?

Eventually that's the dream. It's not to die grinding it out in all of your businesses. And so truly understanding that, you can create whatever kind of life that you want, you just have to have clarity on it first, and then it's just figuring out the puzzles and the pieces around it. And so, all too often, I see people doing too many things. I catch myself doing too many things.

And so it's doing, like, a checks and balance. It's checking in every month, every quarter. Maybe it's every week with you in the beginning. I've given homework assignments to some of my coaching clients saying I want you to write down, every single day, what you're doing, what's taking your time. And all too often, when they come back and they say, well I don't have time for this and I don't have time for that and I'm working on this right now and I have a sick kid or I have to meet with a contractor or I have to do this and I have to do that.

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When they write it out and when they tell me what they're doing, almost none of it relates to business. So again, it's finding all of these things, it's getting detracted from what those key propertities are that you need to be doing that are going to move your business forward.

So, one, time management, the key to time management is understanding what your key performance indicators are, what are those key tasks that you need to be doing every single day that only you can be doing. And if you're doing a lot right now, it's just setting up a system to do it.

So if you're the only person running your business then you map out what your days look like. What are your business hours? What needs to be done within those business hours? What's a non-negotiable? What does that look like for you in your business? It's different in your business than it is in my business.

We have to get clear on that. And then, as things come to you, as you get pinged, as you get pulled away, as you get requests, as you get the hey do you have a minute, hey can you take the dogs to the groomers, hey can you run to the bank, hey, can you meet with me really quickly, hey can you call me – no. No you can't. I'm working on this right now, but I'd be happy to check in with you at this time.

You have to take control of your calendar. By being able to take control of your calendar, it's knowing what you need to be doing first. And it's going to be hard for a lot of you to do in the beginning. I remember when I did it, the hardest person for me to set some of these boundaries with was my husband because he thought he was untouchable, right?

So I'm setting all of these boundaries in my business and throughout the day and then I'd get random calls or text messages or he'd pop into my office or, like, oh what's this and that and whatever. And I just got to the point where I was like, you can't interrupt me. Like, this is a personal thing,

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or very valid questions or concerned – we run a family and a household together. But coming to me in the middle of a workday and saying, hey can you reach out and go over insurance, or whatever it may be that's still relevant? No, I cannot do this during working hours.

And honestly, I think what it allowed him to see too is that he was doing a lot of things, so we wanted to be able to have that time on the weekend or that time as family. But what that meant sometimes is that some of the personal things that needed to get taken care of or that maybe would have gotten taken care of on a weekend or whatever it may be, they got pushed aside and they wouldn't get done, and then it was, you know, mowing the lawn in the middle of the day when you should be working on prospecting or meeting with clients or all of the things that come with life.

All of a sudden, you set business hours and you think, okay, I'm going to go play, I'm going to go have fun, I'm going to go do these things, I'm not going to work all weekend. But then they get shifted into your work week and you find yourself doing laundry, you find yourself going grocery shopping in the middle of the day, you find yourself prepping for food at two o'clock in the afternoon.

You find yourself running errands or doing returns or whatever it is and you're thinking, oh I'm so busy I don't have time for this. Well, you're busy with a bunch of bullshit. You're not busy with the things that are moving your business forward. And those are the things that you're going to fill your calendar up with to make you feel like you're busy, to make you feel like you're doing something, to make you feel like, oh my gosh, I don't have any time, I feel so great.

You don't really feel great but that's how you talk to people because, again, it makes you feel validated in the sense that you're so busy and you're doing so much in your life. So we've got to drop that whole persona of, like, busy is so much better and it makes me look so successful, because it

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really isn't. Take control of your calendar. Understand what needs to be done. And so many times too, for so many of you listening, I guarantee you can probably get your work done in half the time that you think you can if you just are focused on the things that you need to get focused on.

So rather than saying, okay, I'm going to wake up when I wake up and then I'm going to, you know, work on things and I have the rest of the afternoon and maybe I'll do this later, and then the big things don't get done because you're not doing them in the morning and then all of these other things come up and then you don't have a time on your day, so then by the time you actually look at anything, it's eight o'clock and you didn't get those things done that you were supposed to be getting done.

So rather than giving yourself an open-ended calendar time and saying, okay I have all day, or going into your day not knowing what you're doing, another sure way to shoot your productivity right down the toilet, understand what you need to be doing in a day and when you're going to be doing it.

But if you say, okay, I have working hours of nine to three, I've got to get my shit done, nine to three. And then, after three o'clock, you can go do whatever your heart desires. You can go fold your laundry. You can go wash your toilets. You can go to the post office, the carwash, mow your lawn, whatever that may be. But you have to block out time to do the things that are necessary in your business.

And you can schedule your personal things into this as well. So non-negotiable, write on your calendar, on your work calendar, so that way you don't feel like you're just not doing it, it's scheduled. It's in your calendar but it's not taking away from your business and it's not taking away from your productivity.

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The other thing with time management too is, if you can, delegate some of the things out. See if someone can help you do something. Understand what's consuming your time and what your time is worth. So calculate out, like, how much is your time worth right now and how much is a task worth?

Does it make sense for you to hire a cleaning lady, or does it make sense for you to clean your house on your own? Because you're going to get to a certain level that cleaning your house is one of the dumbest things that you can do on your own. You need to hire a cleaning person. Or if you're spending a ton of time meal prepping, hire a meal service or have someone come and do some meal prep for you, or hire a lawn mowing service if that's taking time or energy away from you.

Being able to leverage some of the things in your personal life or asking for help, or if you have grown kids, putting your kids to work, telling your family to help you. I'm very fortunate and lucky that I have a spouse that really helps with a lot of things around the house, but you guys, he's still a guy. And no offense to guys because I love guys, but sometimes they need to be asked what to do, and sometimes we as women get really pissed off that they just don't know what to do when they need to do it. And so we have to learn to just ask for help or set expectations.

There's years we have been battling about who takes the trash out, and every single week, there's many days where I say, you're going to miss the trash, it just went down the street. And sometimes he'll be like, can you take it out? And I'm like, no, you better run. You better run really fast. Not that I'm not willing to help, but there's certain things that you just have to say no to. Actually, I'm right in the middle of something, you need to go take out the trash, that's your task.

So ask for help. Get clear on what you need to be doing each and every day, set some business hours within your business so that you have a timeframe that you're working in. I promise you, your efficiency will go

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through the roof. And know what you're doing every single day, rather than just coming in and reacting to whatever is in your inbox, whatever you feel like doing.

Know what you need to be doing to move your business forward. So many of us go through our days just trying to check things off of this massive to-do list and none of them relate to productivity or dollars coming into our business or our bank account. So get super clear on that, and then it's planning around it.

I hope that these are some tools that you guys can take away and put into your business, spend some time on it. Whenever I talk time management, you know, it's a dance. It's a dance because we're all wired differently and we all perform differently. And so what may work for me in terms of time-blocking may not work for you and there's some really great tools that I have on this that I'm more than happy to discuss with you if you're having issues with time-blocking. Reach out to me. Send me a message.

You can book a breakthrough session with me if you'd like. I'm happy to jump on a call. These are a couple of areas in my business that I'm really great at and I can give a lot of insight in really quick ways. So if you're struggling with some of this, don't be afraid to reach out and ask for help, but don't be afraid to play around with things and see what works and what doesn't work and just journal about it.

But you have to do it. you have to be consistent and you have to just know what you're doing every day, and each week, day in and day out, so that you have that consistency within your business versus the ups and downs and the rollercoasters, or the no ups, period.

So I hope you guys got some good takeaways. Again, if you have additional questions, reach out to me. I'd love to hear from you guys. I love chatting on these topics. And if there's anything else you guys want to hear

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on, please let me know. If we haven't chatted yet, I'd love to connect with you, see where your business is at, how I can help. You can book your breakthrough session if you have questions on these topics or other ones that you're working on in your business.

And until next week, I hope you have a really fabulous week and we will see you all next time.

Are you looking to scale your business to multiple six figures and seven figures in the next 12 months but growing your business feels more like a death sentence than something that lights you up? You're constantly feeling like you're doing the tasks, you're working, you're showing up day in and day out but you feel overwhelmed and tired and all over the place. You feel like you're on a merry-go-round with no stop anytime soon and you're almost doing all of this work to take one step forward and three steps back.

You guys, I have been there. And after building, growing, and scaling three multi-six-figure and seven-figure businesses, I know what it feels like to have a dream and a passion that grows beyond measure and to create a legacy that makes an impact; your dream. But it's not always easy going to the top alone and neither is it any fun.

So, if you have big goals over the next 12 months, let's team up, I would love to chat with you. I'm not accepting applications to help a handful of powerhouse women breakthrough and scale in the most fun, sustainable, and stress-free way possible. So, click the button below to apply for a breakthrough session today.