

Ep #99: Defining Success with Cyndi Garza



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Brooke Keeling

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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 super excited, we have not had a guest in a little while.

And I'm so excited to announce that today we have an incredible guest, Cyndi Garza, I have so enjoyed getting to know her over the past few months, understanding her story. She is an incredible woman, a mom, a leader, a business coach who happens to also be in the mortgage industry, very successful. And that's super fun because of course I'm in the real estate industry and those two businesses kind of go hand in hand with each other.

So, excited to be chatting with her about her life, how she's raised two incredibly successful young women, and how she's become a leader in her industry, and now how she helps other become leaders within their industries, top producers in their businesses as well. So, welcome, Cyndi Garza.

Brooke Keeling: Alright, I am so excited to have Cyndi Garza with me here today, Cyndi, welcome to the podcast.

Cyndi Garza: Thank you, Brooke.

Brooke Keeling: Alright, so we have been trying to get this on our schedule for weeks now, and super excited to chat with you about your

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business, about raising successful girls, about managing life, and home, and teams and all of the things. So, thanks so much for being here and let's dive in.

Cyndi Garza: Yeah, thanks for having me, looking forward to it. I'm glad we finally got to connect.

Brooke Keeling: Alright, so tell me a bit about you. You are in the mortgage industry and now you are also, I would say an influencer and also doing coaching, specifically within the mortgage industry or are you coaching people outside of the mortgage industry as well?

Cyndi Garza: I am doing both. So my career has been in the mortgage industry. Right now I am Vice President of a national billion dollar mortgage company, which means I am overseeing about half of the country. And I'm helping them grow and build different branches.

And about two years ago I decided to start Optimized Success. And I wanted to create that to help more women and help them kind of outside of our industry. And I've always been really big in helping the women inside our company, but I wanted to go out a little bit. And it's just been so much fun. I have helped some insurance agents, some financial players, some real estate agents, obviously a lot of mortgage people. But I've learned so much by studying that business and it kind of bleeds over into my current role, and we've been able to have some fun with it.

Brooke Keeling: That's awesome. Why do you feel – you kind of have a lot on your plate with managing half of the country, why did you feel inspired or inclined to kind of take on yet another project? Because you're also a mom, and assuming you run a team and you have a lot of people that are answering to you, so what made you kind of decide to tap into that world?

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Cyndi Garza: I think we go through phases in our life where it's kind of like that survival mode. And we're trying to grow and then we start feeling a little bit of success. And we grow our careers and then it's like you get to that point where you really want to help make a difference, and it really was just calling out to me a couple of years ago. And I think with women we still – it feels like we take the brunt of it. We kind of run the house, we make sure the kids are okay, we work out the meals, we figure out who's cleaning the house and doing the laundry.

And not to say we don't have great support around us with our husbands and our spouses, and others. But I felt like there's a lot on a female's plate, and the challenges are much different than a male. And I wanted to see how I could help them. I've had great success in my career. I'm at a company where they just really empower women and we have a big voice, and I wanted just to take that to the outside.

And I was getting questions like how to ask for a raise? And how do I grow my career? And how do I act in a boardroom? And I mean all these questions. And I thought if I can take that out and help others then that's such a feel good for me too.

Brooke Keeling: I love that.

Cyndi Garza: Thank you.

Brooke Keeling: And I couldn't agree more. I feel very, very fortunate that I have a husband that's very supportive and involved. And I have incredible help within my businesses and within my home. But still, you have to manage all of those things, you're the keeper of all of the things and making sure everything's still running smoothly most of the time as a woman.

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Cyndi Garza: Right. I would joke and say, “I need a wife.” Because it felt like, and I know this isn’t totally true, but it sometimes feels like as a male they get to just to show up. And I know that’s not the case because there are so many wonderful men too. But that’s just kind of how I was feeling a little bit and wanted to help support women, and it’s working, it’s working.

Brooke Keeling: Awesome. So I want to dive into a lot more in terms of your coaching and how you are helping women within your business. But why don’t you talk to me a little bit on how you did manage raising your family and what that looked like for you. Because now your girls are grown and you’re a grandma to one baby, how many grandbabies do you have now?

Cyndi Garza: Yeah, I have one grandson, Julian who’s just beautiful, love him.

Brooke Keeling: Yeah. So you are now – I’m just starting on this journey of raising the babies and the kids and managing all of the things in that aspect. So tell me how you got through that, how did you balance it all and feeling like you – I think there’s a lot of pressure in ensuring that you’re giving enough to everybody, including yourself. And also keeping your career as successful as it is through those times and raising your kids.

Cyndi Garza: Right. I always wanted to be independent, have a strong career, have a strong marriage and then it was really important to raise successful children. And I felt that you could have it all, there’s always some balance issues with it, but you could have it all. And my husband and I kind of talked about it and he was obviously a great support through that as well. But we always made family the priority, so that came first before anything, and people respected that.

When I first started my career I was a Commission Loan Officer which was hustling, hustling, hustling. But I set some boundaries and I know you and I

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talked about this with your business too. And I wouldn't work weekends, I wouldn't work nights, and I would explain, "I'm sorry, that's my family time." And people really respected that. And once I embraced that I felt like my career started to grow, that people knew that there were boundaries with me.

And it's kind of like with discipline with children, they always say they don't want to be disciplined, but they feel safe knowing that you are disciplining, you're not going to let anything happen to them. And the same with business is that people appreciated that you had rules and direction that they had to follow. And they felt you would take care of them because this is how you handled your business, and it worked out well for us, I mean obviously it wasn't perfect.

But I feel like it showed our daughters that you can be independent, and you can have a great family, you don't have to choose one or the other.

And I remember in high school I was starting – we all have that mom guilt where we feel like should I have been home more? Should I have done things differently? And I talked to them, I just had an open conversation, and both my daughters said, "We learned so much by watching you. And we didn't feel it took from us, we feel we gained from it." And so I'm sure they said a little bit of that to make me feel good. But it did make me feel good, they know me. But I think that was the way I chose to do it, and that's not for everyone, it's just what worked for our family.

And my husband is always really strong on family values and he helped guide that too, where it was always number one.

Brooke Keeling: Yeah. I do think that there is power and I think about that a lot too, being a mom to a three and a half year old daughter. And we'll see how that changes with my son too. But just really being conscious of how I show up and being very conscious of how I want her to remember

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me, and what I want her to see. So being able to really stay true to my values, I think that your daughters probably did gain a ton on that and we'll talk a little bit about that too.

But one of the other things that you said which I thought was very interesting is that when you started setting boundaries in your business, people started to respect that. And I saw the same thing, and it's something that I thought for a really long time. If I tell people I don't work in the evenings, if I tell people I don't, you know, I was in real estate, so that's when people are out and about and doing things. Realtors are known for working 24/7 and if you're not available you lose business.

And it was a reconditioning of my mind and also setting up processes and systems so that people knew, and setting expectations and learning about boundaries.

But what I saw when I finally really stood firm in that is that my business did start to grow. And the people that it was growing with were people that really appreciated and respected those values that I had, more of my ideal client, people that I wanted to work with, they were grateful for that. And the people that didn't were not really people that I enjoyed working with anyways, but there really wasn't that many people. It's very fascinating to me that that was the outcome.

Cyndi Garza: Yeah, it was, especially I noticed it with Saturday morning appointments and I felt like I have to be accessible because they're busy, nine to five Monday through Friday, so I've got to meet them on Saturday morning. And I think I would approach that meeting a little resentful that it was taking from my family. It never ended up being a great experience for them or for me, and that's why I made the choice.

And I think as salespeople a lot of times we sell customer service. And that seems so reactive to me when I like to sell customer experience, and that's

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very proactive and that's where you have those boundaries and guidelines, and it helps people like you said, respect it.

Brooke Keeling: And you come off with different energy, like you're saying too, it isn't the resentfulness of I have to do this or you're running against the grain. I've had many of those experiences as well.

So tell me, you have two very successful daughters, beautiful daughters, I mean they're also beautiful. What do you think are some of the key components to raising your girls the way that you have? And setting them up with the type of success that they have, which I think is something that I'm always intrigued by is, you know, I tell my husband all the time, I've had to work – him and I grew up very differently. His dad is a doctor, his mom was a nurse. We grew up with very different things at our fingertips and all of that, I wouldn't change it for the world.

There was times in my life that I was resentful of some of the things, and the tools and the resources that he had. But I look back and there's so much that we both have learned and that we want to bring into the world of our kids. And one of those is, of course, not – we want our kids to be able to have everything but not be so entitled that they don't want to work and have work ethic and do those things.

So tell me in your opinion, how have you been able to raise the daughters that you have that are incredibly successful, and kind, and have such an impact that they do in their worlds?

Cyndi Garza: Yeah, thank you, I appreciate that. I always get compliments that they're beautiful and I'm like, "They're just so much more beautiful on the inside." And I truly, truly believe that. But there's some things that my husband and I kind of had talked about. And in raising children there's these statements that are made sometimes by parents. Just for instance like the terrible twos, oh my gosh, the teen years. And we kind of made a

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decision early on that we weren't going to look at any of those ages like that, because those are – our heart and soul are those beautiful babies.

And we're going to – those are going to be terrific twos, and also the teen years are going to be the most fun, that's when we're going to get really close with them. And then we really put forth an effort with that.

But then also seeing their true strengths, and sometimes – they went to a private Catholic school. And which at that time we felt it was a good decision for them to be there. But there is also a stigmatism with that and people have a certain expectation of what your roadmap is for success. And in that environment it was, "What university are they going to, is it this top one, is it that?" And you could feel it as a parent if you weren't following that norm road, I guess.

And we knew that they were destined for different things and not falling into the peer pressure of the parents to compete with your children, I think was huge. Because they have their strengths, and they're not my strengths, they're their strengths. And I wanted to make sure they had the confidence to grow within their own strengths. Even today, Brooke, I'll have people I'll run into and they say, "Are they still doing that little internet thing, whatever they were doing on the internet?" And I'm like, oh my God, they have no idea how many opportunities they've created as a result of that.

But because they weren't a doctor, or they weren't a dentist, or a nurse, or whatever it was, it's kind of hard to explain, and I don't blame those parents, that's just kind of what they know. And they would ask, but we really tried to see their strengths and their beauty, and what they bring to life, and push them to do that. And even if it's not – I mean when they were getting into YouTube videos on the internet, we really didn't even understand what it was all about, and we learned it together.

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So I would just say that try not to fall into the parent peer pressure. You talk a lot about the children's peer pressure, but there's a whole another pressure with parents.

Brooke Keeling: Oh yeah. And I mean I can see that already, and I'm not even into school ages, but I have a lot of conversations with people too. And I love that you said that, you just try to look at what their strengths are and love them for them, which we try to do all the time. I mean it's not always easy being a parent but I feel like, gosh, how grateful are we, and how lucky are we to have these two beautiful healthy children?

And you hear a lot about that right now too, people that are just – I understand that there's people that are overwhelmed with all of the things that they're having to manage with what's going on in the world.

Cyndi Garza: Yeah, I can't even imagine. I can't even imagine, I say that to them all the time, "I can't imagine the homeschooling you and trying to work." That has to be so challenging for parents right now.

Brooke Keeling: Yeah, I know, and I'm sure it is. But being able to see, it's always just trying to just look at it even now, looking at it in terms of getting to spend more time with our kids, or getting to create a deeper connection. And just doing life together and taking one day in at a time, I suppose. But I do love that, that you guys have really tried to embrace what the girls have wanted and allowed them to shine in that element, versus trying to peer pressure them into what our goals or wants or needs may be.

Cyndi Garza: Yeah. And with the work ethic we always encouraged them to earn their own money too.

And I can remember in high school they both would do make-up. And they would have girls lined up in our house, Brooke, it was incredible. And they were like, "We're going to charge," I can't remember, I think it was like \$50

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to do prom make-up per person. Like “They aren’t going to pay 50, you should charge 25.” And they were like, “No, it’s not worth our time, we’re going to do 50.” And I mean they were lined up, and then some of the moms would say, “Hey, I’ll pay you, can you do my make-up too?”

And so they started with that, and then Alex, she worked at the golf course and she would clean the carts at the end of the night. And those carts were just disgusting. I remember her coming home, mosquito bites and dirty from spraying down the carts. They have paid their dues; they have always been hard workers. And Frankie, she’s always done the make-up, and she’s worked at Ulta. They enjoy working.

Brooke Keeling: Well, they’ve watched you, which I think is also probably a big thing, watching their mama work and chase your dreams. Like we said earlier that probably, I mean I feel that that probably had a pretty big impact on them seeing you doing it, versus just talking about it.

Cyndi Garza: Yeah, that’s probably true, I would agree with that.

Brooke Keeling: Alright, so let’s talk about business. Your business, coaching people, you’ve had some incredible people that you’ve coached in your teams, high top producers within their industries. What do you think is – I’m going to say number one, let’s see if we can narrow it down to a one, what is the number one factor in creating success?

Cyndi Garza: There’s so many things. It’s interesting because I raised children, I lead people, I run the business, all the exact same way, all the exact. And so I actually have a course that we’re releasing here, probably early fall on that. But it’s noticing their strengths and helping them build on those strengths.

And I’ll give you an example, I had a gentleman that worked for me and he’s just incredible at sales, he loves sales. He is just a natural connector

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with people, and people like being around him. And he's funny, and he's just like a perfect salesperson. But hand him a piece of paper and you'll never see that piece of paper again. He will lose it and he will forget to follow through. And then customers get upset because, "I gave you that, I need to give it to you again." And you could just see where he would feel defeated in the day.

And at the same time I had an employee that was a salesperson, loved the paperwork, would spend all day creating spreadsheets and writing out processes to make it smoother. But then when he got in front of a customer he would just kill them with overload information, he wasn't that enjoyable to be around.

And so I sat down with both of them and I asked them to team up. And they both could be very successful creating this team, where one's really focused on the sales and the other is focused on the paperwork. And it took a minute for them to buy in because I think sometimes we think we have to be good at all of it. And we don't really want to hear maybe what we're not super strong at. But once they did that it was just magic, it was just magic and they grew.

So I always try and look for strengths and help them build it. But I would say number two, number two to that would be to surrender and be coachable, and be open to hear what maybe your weakness is that you can hire somebody for that.

Brooke Keeling: I like that. I have implemented some of that within my business over the last few years, and really understanding what people's strengths and weaknesses are. And growing the strengths, versus trying to grow the weaknesses, which I think is easier said than done sometimes.

Cyndi Garza: That's true, it's easier said than done. And no one wants to hear what you think may be their weakness.

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Brooke Keeling: Right, absolutely. Gosh, there's so many follow-up questions that I could say just to that one, and try to just...

Cyndi Garza: Yeah. And I have tons of examples like that. I had this assistant that I hired and I would say, "Can you send out an invite to this lunch and learn?" We're going to launch a lunch and learn, and then the response would be, "Well, what size paper and what size font, and what image do you want on it?" And I would say, "Oh my gosh, just do it, I don't care, just do it." Which then showed me, her attention to detail is superior, and I had her sitting on the wrong seat in the bus, I need to move her to the role where I need all that attention to detail.

And when you find that sweet spot of somebody, where their strength is, it's so fun to watch the success just grow and their career soar.

Brooke Keeling: One big question that I have in follow-up to that, especially when you're building out teams. I know so many entrepreneurs, a lot of female entrepreneurs that are to that point, where they want to start scaling and leveraging and building a team out, but don't necessarily know how to piece it all together, how to lead people. I think my follow-up question to this, because I agree with you wholeheartedly.

But how do you move people around within their strengths and still create the aspect of profitability within your business as well and with [inaudible]? Because I know having people work within their strengths, I think is key, but say you have to hire someone else out to then do another part of that job. Or the profitability goes down because you're creating more support systems to support those people. Does that make sense?

Cyndi Garza: It does make sense. And I use digital personality testing with anyone that I hire. And I know those aren't a 100%, but it really helps me kind of identify some of their strong skills. So with that there's usually four personality types, and there's the drivers, and there's the influencers who

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really can relate to people and strong at sales. And then there's the steady work ethic, on time, going to finish the task. And then there's the fourth type that's just strong attention to detail.

So it begins with the hiring and kind of knowing what you need. And obviously there's going to be some misses, there's going to be some misses along the way.

Brooke Keeling: You learn from those misses too.

Cyndi Garza: You do learn from those misses. My first 10 assistants I ever had, I hired somebody exactly like me and we got nothing done, just it was like nobody was taking care of the detail. And then I finally hired my opposite and that was in 1990s some time, she's still with me today. She's still with me today.

And so it was learning that, well, one, you can delegate just about everything. And sometimes we kind of get into that mindset where I have to do it, I am the one, I am the best one at that. And honestly, anyone on my team is probably much stronger than me in so many different ways. And so it is hard and you do have to kind of find that. But knowing what really you want upfront, and then just utilizing some resources that are available to help you with that.

Brooke Keeling: Yeah. I love that, getting to know your people.

Cyndi Garza: Getting to know your people, and I think there's so much, like people say, "They have a great attitude, you can teach them the skills." Yeah, kind of, I think a great attitude is important, you hate to have that negative Nelly on your team, that never works out well. But there's also your core and what are you strong at? Are you great with people? Are you great with numbers? Are you great with technology? Those are important questions to find out ahead of time.

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Brooke Keeling: I agree.

Cyndi Garza: You and I, you and I trying to get on the podcast, thank God we've got a team around us.

Brooke Keeling: Never would have happened.

Cyndi Garza: Right, [inaudible].

Brooke Keeling: I mean there is times where I take on tasks where I'm like I shouldn't be doing this, and I know that. And it's like, yeah, I'll do this quick, and then two weeks later and Angelica is like, "Hey, did you do that yet?" And I'm like, "Oh shit, no, I'll do it." And then finally it's just like, "Can you just please do this?" How easy would that have been done if you'd just do it in the beginning, it's so simple.

Cyndi Garza: I know, it is.

Brooke Keeling: So what would you say are the biggest growing pains, personal and professional that you've gone through within your career, throughout your career?

Cyndi Garza: The biggest growing pain was when we had the financial meltdown; we had just invested our entire life savings into a big company to kind of own a franchise of it. And my husband and I both did, he had retired from what he had done for years and decided to get into the mortgage business and do that with me. And on the same day we both lost our jobs, and lost our business, and lost our life savings. And that same week our accountant we had found out had been embezzling and was going to prison.

And that, I remember going out to the mailbox and falling to my knees and just crying, how can this be so hard right now? How are we losing

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everything? And my husband, he's a really optimistic person and he's like, "You know what, we have our health and we have our family. And this is just money and we can earn more of it." And it was like within 24 hours we kind of regrouped and refocused and yeah, we're just going to put our head down and make more money.

And it took a while to kind of dig out of that, but we did it and we learned so much. I mean we're much more humble and much more appreciative, much more frugal. Just that was probably personally and professionally a really hard time for us. And we got a call like at two in the morning that that company was going down. We had a pretty big office with people, and I remember walking in and telling everybody what had happened.

And the crazy thing, Brooke, was, everyone stayed there, and then the next day they showed up. And we didn't even have a company we were working for, we didn't even know what we were doing, but we all just wanted to be together. And so that was probably the hardest.

Brooke Keeling: So did you work then for the same – did you build the same company back up, the same mortgage company back up or how did you even...?

Cyndi Garza: No. That one went; they went bankrupt in the night. So we kept all the same people and we went to a local community bank and kind of worked there for a while. And it was kind of funny because one of my employees, her mom called me after we had been there a couple of years and she said, "Cyndi, I need you to resign, because my daughter's not happy and it's just too stressful there. But she won't leave you, so could you leave and find a new home for everybody?"

And it was the cutest call ever and I went home and I was talking to my husband and he's like, "If she feels like that, others may feel like that." So kind of weird, two years after the worst week in our life, we both quit our

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job. We resigned, but it was on our terms at that point and we looked for a good fit for a company and we found it and we started the first branch of that company in Michigan. And this year, or last year, excuse me, we closed 600 million just in Michigan.

So it's really funny how life goes, you think it's the end of the world when you both lose your job and then two years later you both decide to leave your job at the same time, we both did, so.

Brooke Keeling: I feel like I could have you on for a whole other podcast to talk about all of those things, how you rebuilt, because that's fascinating. And I had no idea about that, and that honestly wasn't that long ago.

Cyndi Garza: No, that was – well, it's about 10 years ago.

Brooke Keeling: I feel like 10 years is like a blink of an eye now, but yeah, to build all of that – build everything back up, come back stronger than ever, it's amazing.

Cyndi Garza: Yeah. And it was God's plan all along, I believe, and we learned a lot and we're in a much better place because of it.

Brooke Keeling: That's wonderful. Okay, last question that I have, now my mind is spinning on that whole story, it's fascinating. What is – but, and too, like building on that, it just gives you so much strength. I am sure for you and your husband you can get through anything.

Cyndi Garza: Yeah.

Brooke Keeling: There's nothing that's going to stop you, having that – you truly have already lived through that, there's nothing.

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Cyndi Garza: Right. But I also think that was just a financial aspect. And we were so blessed to have great help, a great family, and we had a lot of things going for us too.

Brooke Keeling: Yeah, yeah, having gratitude for what we do have, that's also super important right now. We all have way more I think than we think sometimes. What would you say, because you – how long have you been in your coaching business now, independent from your mortgage business?

Cyndi Garza: I've had that for two years. I obviously have coached inside our industry for 25 years. But independently, outside of it has been two years. And the really cool thing too is the company we work for, they're really supportive of that, and love that we're doing this too, to help others. And that's kind of unique I think too, with a company that support that.

Brooke Keeling: Absolutely. And you've coached some incredible people to their best years ever, to top producers, and in a very short period of time. So what's the secret behind that? Oftentimes people ask me, "What's the secret source, what are you doing, how are you helping them get to nothing to their best year ever top producer within their companies?"

Cyndi Garza: Confidence, believing it. They have to believe it, and once they believe it, and I can help them to believe it, it makes all the difference in the world. And so many times they have that desire but they truly don't believe they can do it. And it's so magical when you help them grow that confidence and start believing in themselves and knowing they can do it, they become unstoppable.

One group in Michigan that I've worked with for a long time, eight years in a row, number one spot every single month for a closed volume, eight straight years. But they believe it and they can do it, and I think that's – it sounds so simple and okay, really. But that's it, if you believe it, you'll do it.

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Brooke Keeling: And how do you help them believe it, how do you help them create confidence for someone that maybe they say they are confident on the outside, but you can clearly see that that's what's holding them back, how do you help them get through that?

Cyndi Garza: So many exercises, pushing people out of their comfort zone, they hate that, they get mad at me, they have every excuse in the world why they can't do it. And then I just push and push and then it gets easier and easier, and like I said to you, looking for their strengths and building on those, that helps with confidence. We kind of have like a 12 month process, but it ends up going on, like some of your clients, it goes on for years to help them, but it's a process.

Brooke Keeling: It doesn't happen overnight.

Cyndi Garza: It doesn't happen overnight, but when it does, it's just – it's like I said, the same way we raise our kids, you help them build that confidence and it's every single time you're with them. Pushing them and not taking it personal when they get mad at you for pushing them out of their comfort zone. But then sharing the wins along the way too and acknowledging those.

Brooke Keeling: Yeah. You're not always someone's favorite person when you're making them do the things that they don't want to do.

Cyndi Garza: Right. And some people will say, "Hey, I want to take my income to this, or I want to have this kind of career." And when you really deep dive, that's not really what they want, maybe they want some security. Maybe they want some recognition, but they truly – they don't want that. So I guess part of that process too is helping them gain that clarity.

Brooke Keeling: I love it.

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Cyndi Garza: Thank you.

Brooke Keeling: It's not always easy being a leader, but you're clearly a very incredible leader within your household and your family and when you're coaching clients. I loved chatting with you.

Cyndi Garza: Yeah, you too, this has been so fun, loved spending the afternoon with you.

Brooke Keeling: Alright, so we are going to wrap up this podcast, do you have anything that you would like to share with our audience? What are you currently – you said you have a new program coming up in the fall. Do you want to talk about that a little bit?

Cyndi Garza: A little bit. We are, we're recording it this month, it's going to be a course. We're excited about, and it's based on raising successful children and having a successful career. And then next month it's kind of fun, this is a little different for me, I haven't done this before. But we have a group we're rolling out, really focused on self-care and we're calling it Healthy Wealthy Women. And it's so fun, we've got a big group that has already signed up and wants to be part of that, and my journey to self-care, just taking them along with me. So we're excited about that.

Brooke Keeling: Awesome, I love that. And if anybody's interested in that, how would they get more information?

Cyndi Garza: They could go to my website, optimizesuccesscoaching.com, and there's info on there.

Brooke Keeling: Awesome. And we can drop that in the show notes as well. Well, Cyndi, thank you so much for being here with us today. I really have enjoyed talking with you. And I know our listeners will have some big takeaways learning from a woman that has created a lot in her world. So,

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thank you for being so open and honest and thank you for being on the show.

Cyndi Garza: Thanks, Brooke, have fun, this is great and look forward to talking to you some more in the future.

Brooke Keeling: Alright, great, thank you.

Cyndi Garza: Alright, bye bye.

I so hope that this episode brought you guys some inspiration, we all need some inspiration right now. We all also need to be taking care of each other. I know Cyndi is launching a new program, Healthy Wealthy Women which you can check out on her site, and also in the show notes. But really it is just such a mind-blowing perspective for those hustlers and us grinders that really, really, really need to understand that self-care is a part of our business plan. And the more that we can fill up, which now more than ever is so incredibly important.

I'm talking to so many of my clients, my audience, my people, on taking care of yourself, because the next six months are going to be a wild ride, we still have a long way to go. And in order for us to show up and be the best in our businesses, we need to take exceptional care of ourselves. So if you follow along on Instagram and social media, if you get our emails, I've been talking so much about this as well.

So fill up, if you guys are looking, if you're feeling so inspired and you're looking to take your life and your business to the next level I am here for it. If I haven't chatted with you already, go and book yourself a strategy session and let's get down to getting down to doing some business, making some money and making 2020 the best year yet. I hope you all really

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enjoyed this episode. Thank you so much for tuning in and we'll see you next time.

To team up with me to grow and scale your business to multiple six figures and seven figures while creating a life that you absolutely love. Head on over to LoveYourLivingOnline.com/application. I want to hear from you. I want to hear your goals, your dreams, your aspirations, and how I can help get you there. LoveYourLivingOnline.com/application. You can also check out this link in the show notes. I cannot wait to hear from you.