

Welcome to you're not the boss of me. If you are determined to break glass ceilings and build it your way, this show is for you. I'm your host Beth graves. And I am obsessed with helping you to not to stream it, but make the plan, connect the dots and create what you crave. Are you ready? Let's get started.

Welcome back to episode. Number 52 friends. This is one straight year of having this podcast come to you on Monday mornings. And I have to say, I'm really proud of myself. And I want to share this journey of the podcast for one straight year in hopes of encouraging you to do hard things. So I have always told myself the story that I didn't understand tech, that that would be difficult that recording the podcast and then figuring out how to put it into the Dropbox or the drive. I would have all of these excuses as to why it couldn't happen, why it wouldn't happen, why it shouldn't happen. And then I would stop. So I've wanted to have a podcast for two years and I would start to do a do it yourself. I would take a course. My favorite thing to do is let me pay you to coach me on that.

And then I won't follow through. I am showing you, I'm telling you, I'm getting behind the scenes here. And I think that so often coaches and people that are helping you with leadership and make transformation. We don't tell you all of the crap that's inside of our own closets. So this episode today is going to be, you can do hard things, but you are going to have to work your tail off and figure out what is your learning style. And it was going to be your dream team and how that's going to happen. So let's get started. And first of all, I want to ask you what is one thing and talk about marketing network marketing. My friend, Lori Blake had said to me, you talk way more than just network marketing because she was in my mastermind coaching program. And she was able to build out the mindset and the action to become a rock star, realtor, listing million dollar homes.

And it was then that I realized that when I help women, like you build impact, influence, and learn how to brand and market, and also get rid of the mental clutter that says, Oh, that's too hard. That's not for you. Your not pretty enough. You're not smart enough. Anything's happening. You don't know how to do those things. You're not good with money. I want you today. We're going to do a little exercise together and I am going to do this with you. And I'm going to tell you exactly what I'm going to tackle. And I'll walk you through the podcast story. But one thing I want you to choose one thing in your life that you have said, I can't do that. It's too hard. It doesn't work. That's not for me. I don't have the money. I can't, I can't. I won't because someone along the way has put those words in your head because when we start as babies, we know nobody says you can't walk.

You can't crawl. But somehow we get, whether it's a teacher, I'll never forget my daughter coming home. And she laughed. And she said, Oh, well, miss, I won't say her name. Cause some of you know her, she told me, you are definitely not Harvard material. And I thought, you know, shame on you, shame on you for saying that to my daughter because everybody can be Harvard material. If that is what they choose to be. I'm reading a book right now called can't stop me. I think it's, can't stop me. And I mean, I'm listening to that book on audible and listening to

this story and I'm thinking, Oh Beth, you can do hard things because he has overcome way more in his life than I've ever encountered. And then one of the things that can happen as well is that you feel guilty because a life has been too easy for you.

So you think, Oh, I don't deserve to have that. It's been handed to me and I feel, I feel bad about making money or feel bad about standing out. So when this podcast first got started, I started literally, you got guys, I spent way more money than I needed to spend because I kept stalling and stopping and changing my mind and changing my message. And the poor guys that helped me start at legacy podcasting, a shout out to Ryan and Dexy. They were so incredibly patient with me. And I ended up having to do like two packages. It was, it brought me such clarity and here's the thing. Doxy. He came to me and he came to a hotel room. That sounds weird. I was there with my friends, with dusty and Lindsey and we were doing some recording for some trainings. And Lindsay was helping me with a podcast and he actually came and showed us how to record an audacity, what the system was.

And so that was huge for me too. They kept their, these young kids, you know, 20, 23, 24 year olds that grew up knowing tech. And I could say Texas, Oh, I can't do tech. I can't do that. I can't do that. Oh, that's not for me. And he said, yes, it is for you. You can record a podcast. And I choose to have other people help me with the editing and all of that. But if I needed to, absolutely I could do that, but I kept stopping and stalling. And then comparing, I would listen to 423 podcast intros writing and rewriting cause I needed it to be perfect. And finally Def gas, who was another one of my podcast, mentors who has podcasting pro university. She said, Beth, just be, you just be, you are going to be people that don't listen to this podcast.

Guess what? Now I'm not everybody's cup of tea. If you're listening. Thank you. You have it accepted me for who I am. I'm a little bit bold. I'm a little bit bratty, but, and I say it like it is, but I will love you and support you and empower you until the lights go out until the sun comes up tomorrow morning because I love, I love helping women win. So how are we going to win my friends? The podcast became a reality because I decided I could do hard things. I decided I would actually record an intro record, an outro. I would buy the microphone. I'd figure out how to hook it up. I'd ask for help. I would go until we launched. And that then another obstacle that I have overcome is deadlines and copy and email sequences. So you get an email from me every single Monday with content, with things that will help you to build your business and the messages and the reviews and the shares that makes me no, because we still think, what the heck am I saying?

How in the world does the world want this message? How is it helping? What do I have to offer? So thank you. Thank you. Thank you. If you have left a review, if you haven't, Oh my gosh, that would be the best one year anniversary present ever. And we are going to start doing an incredible Amazon gift card giveaway because let's face it. Marketing money is expensive and you helping to market this podcast for me and sharing it out that is worth a reward. And we do boss hats. A lot of you are running around and boss ads. We're also going to be doing Amazon gift card giveaway. So this week, anybody that has written a review for this podcast and given it

a five star, you can, I hope you give it a five star review will be entered to win a hundred dollars Amazon gift card.

And we are going to be doing that once a month. And as the podcast gets more popular and maybe we'll have a sponsor more and more, we'll go back into you. And I also, I'm also thinking about this is that instead of just a hundred dollars Amazon gift card that I would put together, my package of my cards, some of my favorite books, the calendar planner, and I also have a digital download. That's coming out. That is the power map. So all this is happening. So the podcast came to be because I don't know what happened. I decided I could do that hard thing. I decided I would put out one consistent piece of content every single week. And you guys, I have sat in my office Thursday night. I mean, it's supposed to be in, this is I'm supposed to have it in to the editor by Wednesday, Thursday night, late thinking what in the world, what content do I have? I have books and books and notebooks, full of lessons to learn and things I want to teach. And, and this is, and if you're looking for, what do you put, how do you, how do you come up with content on a podcast, on a Facebook live? Any time someone asks you a question, a struggle, anytime you have that struggle, you write it down. And then you research like crazy about how to solve that struggle. Okay? That's all. And you research it and then you put it into an order. So if someone says to you, gosh, I have so much, I just keep procrastinating, become an expert on procrastination. Write down in your journal, procrastination, look, research, find some information, five steps to help overcome the procrastination bug and put that out into your content. Because if you are having that issue

And if someone's coming to you and asking for help, your ideal client customer is also having that issue. So consistent content that I found out about consistent content. And I want to, I want to share with you on your CEO shift in your business, whether you are building an Etsy store, whether you are starting a coaching business, and you're looking for visibility, you're looking for impact. You're looking for influence and you're looking for how do I show up online? So that is the key is one piece of consistent, good content a week. And that's the goal of this podcast next? How do you put that content out into the world? And I knew that I wanted a podcast and this is such a funny story because, uh, someone once told me when we used to do, I don't know, like, do you guys remember doing like the conference calls? And you do like, we're on zoom now, but you do a big team call and Blair's husband, Ryan, who is, he is like, seriously, like such an angel that he does not have.

Like, he doesn't have a bone in his body. That's not just pure and clean Christian. And he said, wow. She said, she's got kind of a, a nighttime voice. And Blair has always said, you have, you have a way with your voice. And so podcasting came to be, because I listened to Stephanie's podcast. One day, I just decided to put the podcast app on my phone and made podcasting a goal. So what did it take to show up consistently? Because I have stopped so many things in my life that I wish I would have just kept going. And so today our assignment is dump brain dump. Everything that you have stopped that you think back, why did I stop? Why did I stop running around the block one time? Why did I stop date night with my husband? Why did I stop treating myself to that pedicure every single week?

Well, if you have the COVID stuff, we couldn't, why did I stop my morning routine? Why did I stop consistent content? Why did I stop when other people didn't stop? And so this week I hit a brick, hit me on the head. I always say that God like taps me with a feather and gives me evidence, taps me on the shoulder. And I still don't pay attention and throws a freaking brick at my head to say, Beth, wake up. So I started to do so we're making that list and I want you to write that list and there will be things that you're like, well, I, that doesn't serve me anymore. I no longer need it. I want everything on that list. And we're going to be doing this in camp elevate. It will be an exercise that we do starting Monday. Is it your tennis game?

Is it your date night? Is it a book that you wanted to write? Is it a podcast? Is it showing up for your network marketing business? Is it creating a digital download that can attract your email list? Is it learning how to use email automation? So you have a better followup system. Is it learning to use Canva? What have you stopped doing? And then what are the things that you keep putting off? Because you think you can't figure it out or that's not for you or I can't do a Facebook live because what would people think? And then, so I want the list of things you stopped doing that you can't believe you stopped doing and think about it. Like, think about the workouts that if we had just said, okay, I'm going to do that every single day, because that is how, and this is my coach.

Susan Hyatt says this. She will say her whole thing is, is she takes extraordinary care of herself. And so would skipping a workout B for a woman who takes extraordinary care of herself. So I want that list. What have you stopped doing? And it doesn't matter if, and don't get all into the whole thing. You can call Stephanie Britt for life coaching session on this, no judgment nobody's fault. Nothing. We can't talk about whose fault it is that you no longer have date night, because it was the compound effect of a lot of little decisions, right? We talked about the compound effect in this podcast. If you haven't read it, reread it. I was talking about Denelle Delgado. Another mentor of mine who shows up every single Friday night for Friday night live. And she started with 50 people. And now she gets, that was in send thousands of people and has influenced and has podcast gets on podcasts and grows her client base based on all referral organic leads, traffic, because she shows up and she puts time in right

To the content. So what are they

Things that you stopped doing for you, for your family, for your dog? What are the things that you stopped doing for your business? Because it got hard because it, you thought it didn't work because you, maybe you were doing Facebook lives. And that was, you're like, Oh, I don't get any comments. Maybe you step following up with customers because you decided it was too hard to figure that out, whatever it is, write it down. Let's make the list because we can't move forward with what we want to do to evolve and be insanely fabulous. If we don't look, I'm not about looking back and trudging it all up and Oh my gosh, it's totally so, and so's fault. Uh huh.

A hundred percent responsibility for everything on that list. A hundred percent responsibility

You have

What it takes to do anything on that list. You have the ability to learn, to grow, to evolve, to get help in order to master the list. It, somebody else might have a better advantage than you. Someone else might have more money to make it happen. Like you might be able to say, well, Beth had, you know, she makes money in network marketing and she had money to invest in starting a podcast. You know how many people start a podcast with their phone and have more success than anybody else because their content is so darn good. So what is on that list? And, And so if I wanted to run, if I wanted to complete the iron man

At my age and my fitness level, I absolutely positively could make it happen. Now, my neighbor who already has does triathlons, is he going to have an easier, easier move with it? Yes, of course. He's going to be, he's going to be stronger earlier, but it is the mindset and the discipline of the compound effect of the activity of the, of everything that goes into making sure that you are putting it. You know, you put it on the calendar, you make a decision, you clear the clutter, you do the mindset work, and I'm telling you this. That is why you need, when we have these things happen. Um, I am a hundred percent. I will never ever be without a business coach, a coach, because a coach helps you to create that vision. And a coach helps you to put it on paper. The group is accountability.

And the investment that I have made into my business with high level coaches would probably blow most of your freaking minds, but I wanted to make a lot of impact. I want to help a lot of people and I need a lot of money to be. And I wanted a lot of freedom and I want legacy money because I've got plans. I've got big plans for my life for pleasure for my kids, for all of you. So I decided to make that investment. So here's where the brick hit me on the head this week. And I had very successful profit her way, mastermind six-month mastermind. And I was going to, I just made up all kinds of stories about why I shouldn't launch another one. One of the stories I told myself was, well, I have a very active network marketing team. Well, I'm very good with my calendar.

I have the is time an issue. Nope. Because the way the mastermind works, it's totally separate than my network marketing business. I can run two businesses side by side. And then I started to say, well, people won't pay for that type of coaching. It's, it's a high level coaching. It is my IP, all of my experience, my business strategy, all of my content. And I had evidence that people would pay for it because profit her way, sold out the first time with paying clients. So then I made up all kinds of stories about how well I don't really, I don't, I don't really want to run some Facebook ads because,

And I would

Put off the Facebook ads that would pull people in because now you don't need Facebook ads for most businesses, but if I'm filling a five day challenge and I need to fill it with new names or new network marketers, that aren't a part of my current network. I can rely on referrals and I get a lot of those. I can rely on this podcast being shared out, but there is evidence to show that

people are looking for what I have. And so it was the, the funnel of why, how, how do people come in? What do they get? What does it cost? What does it look like to coach? What kind of coaching team will I have to help support these women? And I kept making these excuses that people didn't need it. People wouldn't pay for it. It's COVID blah, blah, blah. Well, I have to tell you the brick on the head story, I'm going to have her on the podcast and my friend, Julie, she listened to my podcast with Kelly Roach and Julie has a similar background to me and has a similar program.

We have the same background, similar program of evolving the mindset, coming up with how you bring in leads and all of that jazz and how you build out your social marketing funnels and all of the pieces that we have in my eyes of a CEO shift in your business, how to make the six-figure breakthrough, the multiple six figure breakthrough, and then the seven figure breakthrough and what it takes, all the things that it takes. So I noticed that she had launched her program and it was a highly successful launch, highly successful. I mean, a lot of women during COVID investing in themselves to know I have to have help building online, even though all the tools might be out there, they, you might even have them all in YouTube and you may have bought courses, but having a community of women and having the support and having the accountability and having, having a place to tell

Yes, all those things. So we ended up connecting because all these people said, Oh, you must know each other. And I said, we're not friends. So I sent her a message and I said, Hey, I would love to connect. She said, I listened to your podcast with Kelly Roach. And I launched. And that's when I shifted how I was launching my coaching program. She listened to the podcast.

So since that podcast, Sure, I've built some fun things. Sure. I've grown the network marketing business, but that's already there. And I already have the amount of time allotted that's needed. And I thought to myself, you've been dragging your feet on your dream of mastermind circles with women ever working and helping them to evolve. And then that very day from one of my dear, dear friends, Jennifer, I kept this message.

And yeah,

I see I'm getting teary thinking of it. Cause she worked with me and she told me about what happened, not just because of me, but because of the support and the circle and the showing up for each other. And I thought

Getting in your way, Beth, and this is why I'm saying this to you because if you're hearing this and you're holding back, maybe on recruiting somebody into your team, or maybe you're holding back on, even showing up for your network marketing business, or maybe you're holding back from starting a Bible study, maybe you're holding back from going live and inspiring someone. Or maybe you have this burning desire to have your own another, another stream of income

and it's in your head. And that's one of the things that we do in my mastermind as well is we look at, do you have something else you want to diversify an add on? Like, I, I have a really close friend that she wanted to create her own vision board company. And we walked through how to do that. And people get, I mean, it's super cool. It's going to come out. It's a box for your vision board. You get it every quarter. But it was on, it was just like on the back burner and it sometimes takes breaking down strategy and the connection. So anyway, I, this message

From Julie about how she went ahead and launched, had massive success like massive. And then I also have this message in my inbox. And then I posted something in my profit, her way group and the feedback and the love and the connection and the transformation and that I thought, well, Beth, will you, you have transformation because of a community because of a coach because of support because I do, I need like so much support in my fitness life and in, in every single piece of my podcast life. So I started to think, why is that on your stop? And I received a quote from Tauna who helps me with, with my mindset around getting in the best shape of my life. She's a, she basically is. I mean, it's just incredible what she said to me. And I want to read this quote to you and I don't even know who to give credit to.

I'm pulling it up on my phone right now. And I keep thinking about this and I thought I have to do a podcast episode and just have this conversation. It might, I just, I know in my heart, when I feel the need to have this conversation, that if one of you is impacted, if one of you, are you thinking of a nonprofit? I don't know. So this is, this is the quote. She said, old ways. I've never worked for you. That was the first thing that she said. And then she said, you are afraid of surrender because you don't want to lose control, but you never had control. All you had was anxiety. Think about that. Surrender to your biggest dream, surrender to the idea that you're worth more surrender to the idea that you may want to really learn how to have a, a social marketing funnel.

You might need to surrender to say, wow, I don't really have funnels in place for how I get customers into my system and follow up with those customers. Or I don't have a funnel about recruiting or if you are looking at, um, Oh my gosh, I've always wanted to produce this or do this. And I do. I have a really one of my super powers. And my favorite things to do is to help someone take their, their passionate idea and pivot it to profit. And that's one of the things that is I help network marketers with their game plan, but I also can connect all the dots together. And I did that with another friend this week in terms of building out her course program. And I tell you that because somebody needs to hear surrender, surrender to the thoughts that are holding you back surrender.

I wanted, I, I thought, well, I don't need to work more or I don't have enough time, or I don't have enough people, or I don't understand this. Or, or, or, and, and, and, and meanwhile, there are women that aren't making the money that they should be making, or don't have the support, or don't have the systems in place, or are buying crappy things that aren't working, because I was not willing to surrender, surrender to even saying that, you're sorry, surrender to if there's

someone that is in your, maybe in your organization and you've had words, or maybe you have, you know, like I'm telling you, there's been a lot of like, there's a lot of family stuff that goes on with all the stress that we're feeling in our health surrender. Don't hold on to hate don't hold onto what-ifs has been, where I'm from, what I can't do, make the list, the bucket list, the big list, the money list.

It's never too late. It is never too late to get started and you don't need another strategy. You don't need another blueprint. Although I'm going to give you lots of blueprints and strategies and, and ways that you can grow your influence and get eyes on what you do. Because if, think about this, I love the, I am journal. I am journal on Instagram. And I think what if she had decided that she didn't want to do that every day and she didn't want to produce that little journal. It comes to my inbox every single day. And I look at it and it, it just, it, it fuels me, her words fuel me. Her words are what helped me to sometimes get out of, you know, when you're in that, Oh, I can't, I can't, we all do it. So let's make a pact to my friends. Let's make a pact to make that list. What have you stopped doing activities? Not just like, what have you stopped doing? Did you like, what have you started doing that should stop? Like, have you started drinking that diet Coke? One, the two and three, then four, but what is on that list? And if it's, I need a six-figure breakthrough, I truly believe in my business. And I truly believe, and I am going to tell you this, if somebody else is doing,

You can do it.

There are thousands, hundreds of thousands of people that have had the money breakthrough with their network marketing business, with their coaching business, with their Etsy business. Maybe you want to be like the dry clean delivery person. That's your dream, a dog groomer. I don't care what it is, but I'm going to tell you, I want you to think about pivoting online so that you can start to have some passive income streams. That's why I love network marketing as being a big piece of what you do because that passive income stream is so very important. So you're not one to one so that you can make reoccurring money over and over again, with that, we are going to wrap up this podcast. I wish I had confetti for one year. I'm so, so, so grateful for each and every one of you for the messages, for the feedback, for the encouragement, for the shares.

I have honestly met some of my very best friends because I turned on this microphone. You know who you are if you are listening. But these women came into my life because of a podcast episode. And I'm getting like all teary thinking about it. So you never know with that one thing that you want to start and do, and I never the podcast, it wasn't like, Oh, I'm going to make money. I'm going to have a podcast. The podcast was, how can I just have conversations with women that might benefit from the hundreds and thousands of dollars of training? My background, my coaching certifications, my business experience and life experiences that somehow I can build communities with women, make connections and elevate the voices and elevate the confidence. So just be, you bravely be you, but let's, let's go for it. Let's let's create



it. Let's break those ceilings. And if on that list is something like, if you've been putting off, even knowing what your money situation

Let's do it,

If there's something that there's, if there's garbage, that needs to be taken out, take out the garbage. If it's, I have to figure out my finances, that's fine. Let's figure it out. Make the list. We're making the list. We're making it happen. We are, we are seeing possibility. Things are happening for us. Not to us. We are ready to evolve and I am right there with you. And that is why I'm launching. We're calling it the six figure circle, because I need a mastermind community. I need to lead. I have some coaches coming in and that six figure circle is when we started Elmo. I think it was six months ago with profit, her way, we're calling the six feet. We're changing it to six, figure circle, profit. Her way will be another program down the line, but it's happening. I'm doing it. And it's going to be magical.

And I know without question that we will be sold out before we even opened the doors, because so many people are saying, Hey, I need that circle of support. And I am not a like, yeah, I have ego. I admit it. And I love to hear myself talk. That's why I have a podcast, but this is a program of collaboration with many voices. I like to connect you to the experts. So anyway, there'll be a lot more information on it. Shoot me a message. If you want some information, because I am going to keep the group at a certain size. And if you're thinking, Hey, this might be for me. And again, it is not available to anybody that's with my company. If you are in my network marketing network, it's not available to you. It is for people that are not a part of that company.

That's compliance. And if you're on my team, you get a lot of that coaching as well. If you're, if you want a referral for a program, I have many referrals for some awesome programs as well. And coaches, if you are not eligible to be a part of mine. So with that, have a beautiful, beautiful Monday for listening on Monday. And I'll see you over in camp elevate the camp elevate group.com and we are going to be working on these lists. And I'm going to give you some strategies, some strategies for how you can break that down and start taking one step. Then the next step, then the next step and the next step, just like Dexy. And Ryan did for me when we started this podcast. All right, have a beautiful day. And I, again, so grateful, happy when your anniversary. You're not the boss of me.

Thank you so much for hanging with me today on the podcast. And remember you can create what you create. If you're looking for a supportive sisterhood, I would love to see you over in our free Facebook group. As most of you know, I love camp. It's part of, you're not the boss to me because when we're building this thing, we're doing this thing. We need a supportive sisterhood and I also crave more fun and more connection. Join us at camp over in the Facebook world, the camp elevate group.com or just click on the link below. And we will see you around our campfire and help you to create what you crave.