

# Ep #85: Becca Coaches Live: Finding the Clients That Grow Your Business with Carrie Downey



## Full Episode Transcript

With Your Host

**Becca Pike**

## Ep #85: Becca Coaches Live: Finding the Clients That Grow Your Business with Carrie Downey

Hello my friends. Today I am sitting down with one of my Three More students, Carrie Downey. We are going to live coach. I'm going to coach her. She has a couple of questions, and I want to help her out. You're going to hear us brainstorm. You're going to hear us strategize. You're going to see what it's like to be coached by me on a podcast.

You're gonna see how I make really ridiculous analogies. Like how business is a lot like one night stands. I hope you guys enjoy. This is episode number 85. I'm your host, Becca Pike, and it is time for your weekly dose of Hell Yes Coaching. Let's go.

Hey, guys. I'm Becca Pike and welcome to *The Hell Yes Entrepreneur* podcast, the number one show for entrepreneurs looking to create their first six-figure year. If you've got the drive and you know how to hustle but you're not sure where to channel your energy, we've got the answers. Let's dive into today's show.

Becca: Hello, Carrie Downey. How are you?

Carrie: Hi, Becca. I'm doing great. How are you?

Becca: I'm good. I am really happy to have you here. Would you mind to just take a quick second and introduce who you are?

Carrie: Sure. I am Carrie Downey, owner of Clarity Company. I'm a digital productivity consultant, which means that I help businesses select and set up software to help their business run more efficiently.

Becca: Love it. So what kind of software? Like are we talking about CRMs? Are we talking about just like all kinds of back end software?

Carrie: Yeah, yeah. CRMs, project management tool, team communication technology. Those are my specialty areas. Those are the areas that I really am passionate about. I know that technology extends much further than those areas into financial software and marketing software and all of that, but those kind of ones that I mentioned are my sweet spot.

## Ep #85: Becca Coaches Live: Finding the Clients That Grow Your Business with Carrie Downey

Becca: Yeah, absolutely. So my guess is that you come across a lot of business owners who are good at what they do as far as the service that they provide, but they aren't good at the technology or the behind the scenes or how do I actually make my business super-efficient? Is that usually what you see?

Carrie: Yeah, exactly. I want to help businesses who are awesome at what they do. Obviously, they're in business for a reason. Their businesses are thriving. So they're doing something right. But as they grow, the technology hasn't been able to keep up with them. So as teams grow, and there's more need for collaboration and communication, and there's a lot more work to be had, there's opportunities for automation. So.

Becca: Yeah. All right. I love it. So if this is you, if you guys are listening, and you're like I need a little tech in my life, I need a little software in my life. You guys can find Carrie's information in the show notes. All right, so Carrie, you are a member of my Three More community.

I reached out inside the community, and I said, "Hey, guys. I'm doing a series of live coaching on the podcast." So Carrie reached out and she said, "I would love to be live coached. Here's what I'm dealing with. Here's what I'm going through." Carrie, would you mind to, for the audience, just re-ask what that is, and we will go right into coaching?

Carrie: Sure, yeah. My main question was how do I build on an audience of business owners who are more established, growing, and open to technology to solve some of their growing pains? I feel like the audience is the key piece that I'm struggling with right now.

Becca: Who do you feel like you are targeting at the moment, if not the audience that you want?

Carrie: I would say that based on previous years in operating my business, I've attracted more solo business owners. Smaller, newer businesses who are trying to get a setup going. I have really enjoyed working with those businesses. But over the years, I've discovered that I need to increase my

## Ep #85: Becca Coaches Live: Finding the Clients That Grow Your Business with Carrie Downey

prices. In order to accomplish my own personal goals with this business, I need to have a certain price point. What I'm finding is that when I've increased my prices, some of those newer, smaller businesses are declining because it's just not something that they can invest in just yet.

Becca: Yeah, I love it. I think that the majority of people listening to this podcast have or will soon go through an audience pivot. So I think this is a really good conversation to be having. So you've already increased your pricing. Is that right?

Carrie: I have, yes.

Becca: How have you been finding your clients?

Carrie: I do a good bit of networking. Local networking as well as national networking through a national association I belong to. So I've been trying to put myself out there also on social media. Word of mouth tends to be the way that clients have come to me thus far. I've helped one business and then they go and tell their friend, and that friend finds me, which has been really great.

But what I'm finding as I'm pivoting into bigger businesses is that there may be referring somebody that's in the same situation or similar situation as themselves. Some are able to invest and are willing to do that and see the value in that, but some aren't quite there yet.

Becca: Yeah. So are you still taking smaller clients while you're waiting to get your larger clientele?

Carrie: I am. I've decided that in that transitional period that I was going to try my best to stick with my new pricing. It hasn't always panned out. In a couple situations, I have given a discount in order to be able to do that, but that has been very selective. I've had a lot more nose recently than I've been accustomed to in the past, and that's been a little bit of a challenge for me.

## Ep #85: Becca Coaches Live: Finding the Clients That Grow Your Business with Carrie Downey

However, I would say that my confidence has grown significantly since starting with business coaching. It has really helped me reimagine how I can communicate with people with more confidence. I'm very happy about that. So.

Becca: Yeah, absolutely. So this is what I really wanted to talk about. We could talk all day about launch strategy, right. But really what happens is it's a mindset on how you're marketing and how you're networking with these people. Like who you're attracting to yourself is all completely based on how you view yourself and how you view your audience being attracted to you, how you present yourself on social media, or in the networking events.

I want to give you an example that has nothing to do with you. Just a totally different example. But I want you to try to notice the similarities in it with you, what you just said, which is, I've been taking these smaller clients. I really want bigger clients, as in clients that have 10 or more employees, right?

So you've been working with solopreneurs. You want these bigger clients. You want these 10 or more, but you still seem to be getting smaller clients. You're still taking the smaller clients while you're wanting the bigger clients. You're even providing discounts, and now you're seeing even more no's than normal.

Think of it this way. Imagine if you were a single 24 year old, and you really wanted a good man. Okay, we're gonna go dating on this. You're a great woman. You want a good man. You want a man who is established and who listens and is in touch with his emotions and is vulnerable, but is strong and like all the things right. Like you've just got this list. You can list it in your mind. This is exactly what I want.

But in the meantime, I'm still gonna date these dirt bags because I'm kind of lonely. Okay, like Joe Blow over here has blown me off six times, but he asked me on a date tonight, and I don't have anything to do. I'm going to do

## Ep #85: Becca Coaches Live: Finding the Clients That Grow Your Business with Carrie Downey

it. In fact, I'm going to smear my boundaries a little bit. I've always said that I'm not gonna have sex on the first date, but I'm gonna do it this time. What should that matter?

Ironically, all these amazing men that I have a list of, all these really established respectful men, there's been more no's lately. Like they haven't been coming around. They haven't been asking me out. I don't know why. They don't know that I've been with Joe Blow over here. What do you think's happening in that scenario? Why is this woman not attracting the strong, respectful established men?

Carrie: I don't know. This is so fascinating because I just had a similar talk with my teenage daughter about dating. I wholeheartedly agree with the point you're making in the dating analogy. In terms of presenting myself to that list of more eligible bachelors, that's where I'm not sure how to build that list. How to have those options, so to speak. Like, I don't know that I'm answering your question.

Becca: Here's the very wise ancient advice that is being sent to me from our ancestors. You can't be a nickel out there looking for a dime. Okay. You can't be a woman sleeping with Joe Blow every night hoping that Prince Charming is going to come riding into her life. You can decide any client you want. You can say I only want to work with 10 plus staff, faculty members, right? But until you align every action with that, they're not going to be coming to you.

Right now, what I'm hearing is I'm still discounting. I'm still taking clients that I don't want to take because—I'm not exactly sure what your because is, but my guess is it's some sort of form of lack. Some sort of form of like I still gotta make money. Or I don't have the clients I want yet. So I might as well just keep taking these because I should be thankful, and it should be good enough. Something like that. Would that be accurate at all?

Carrie: Sure.

Becca: Some form of that.

## Ep #85: Becca Coaches Live: Finding the Clients That Grow Your Business with Carrie Downey

Carrie: Yeah.

Becca: This isn't a strategy issue. It's not that you... I mean if we look at the strategies you're taking to get these 10 plus clients, my guess is the strategies aren't amazing, but really what's behind it is the mentality. The mentality of like I don't know if I can find them. So I'm gonna keep taking these other people. Or I don't know if they exist, or they don't know me, or I don't know how long it's gonna take. So I better save up with these other people and make sure that I have enough money so I'm gonna keep taking them.

There is mindset stuff that is happening here, and I can see it already just in the three minutes that we've been talking, that is affecting who you're drawing in. What are your thoughts? Because you can not agree. I mean you're allowed to be like no, that's actually not true. That's not what I feel.

Carrie: So I guess I don't necessarily disagree with you. I just am trying to imagine what I would be saying differently to a business of 10 people in an audience. Like if there was an auditorium full of people, and I knew that everybody in that audience had a business of 10 or more people, what I would be saying differently to them in terms of the issues, the pain points, the solutions then I would for a business that had fewer than 10. That's where I guess I'm just needing to identify how I would present differently.

Becca: What if it's not about that as much as it's like where and who you are? Like where you are and who you are? Right. So like, if you wanted to date Joe Schmo, and like you would go to a different place to find a one nightstand than you would a husband. I don't know anything about this at all. Totally making this up. I'm just guessing that you would go to a different place to find your husband. We would go to a different place to find different clients. Right?

So the where I think is very important. Like, are you going to find business owners of 10 or more people scrolling endlessly on Instagram? Maybe. You

## Ep #85: Becca Coaches Live: Finding the Clients That Grow Your Business with Carrie Downey

might. I mean, I'm not sure, but that wouldn't be the first place that I would go. Right? So presenting yourself in the places that they are.

Then presenting yourself how you would present yourself to someone that runs a 10 plus person company. Right? Like the confidence, the verbiage, all of it would be totally different than the way that you would sit down with someone and be like hey, I know that you're a brand new entrepreneur, and I know that you're all of that.

So just knowing that, and that's something you probably already know, I'm sure. But like is there anything that you can pinpoint in your strategy right now where you still could be calling in those single entrepreneurs?

Carrie: I would suspect there is. Trying to get my finger on it, though. Trying to really figure out what that is. I'm getting pulled in different directions in terms of my marketing efforts. I've been advised in the past, you should have a YouTube channel on how-to's with technology. You can attract people that are coming for the information and then see that you're the expert and can set it up for them.

I've been encouraged to do public speaking and speak to audiences about new technology that's on the market and what possibilities their business can have. I feel confident speaking in front of groups. So that's not something that I shy away from. I've been encouraged to do more webinars and offer online opportunities, but like I'm trying to figure out exactly where that audience is like you're describing.

I haven't always spent a lot of time on social media. I've been trying to increase my participation, my being present on social media. I've been shifting a little bit from LinkedIn to Instagram because of the fact that I find that the connections that I'm making on LinkedIn, which is where I thought I needed to be, were more of like the sales reps are, independent people are selling their products and things like that on there, which is great, but I'm looking to get in front of the leaders of the organization.

## Ep #85: Becca Coaches Live: Finding the Clients That Grow Your Business with Carrie Downey

You're right. They're busy during the day. They're not on LinkedIn very often. They might have their director of sales on LinkedIn for them. But in the evening, I'm hoping maybe they're doing some personal social media. So I started exploring Instagram as a possibility for that. I am seeing more businesses are following me than in the past. So I feel like there's a little bit of traction there, but I'm still not necessarily convinced that that's the right place for me either.

Becca: How many clients have you had with 10 plus customers?

Carrie: Zero.

Becca: Okay.

Carrie: I just made that pivot and change about eight months to a year. Prior to that I was fully opening the door to any business.

Becca: So let me ask you this. Why the pivot then?

Carrie: Well, one of the things that I've been faced with, as I mentioned before, is that the smaller businesses aren't necessarily ready to invest the kind of money into the services that I provide. They want them. They desire them. But they'll say things like I just can't afford that right now. I'm gonna have to wait a little while until I can do that, which isn't always such a bad thing, quite honestly. Some businesses need to be operating for a while before they focus on the systems and processes. So I think that's not necessarily a bad thing that they want to wait.

Becca: How much would someone need to invest with you?

Carrie: So my DIY entry point, which is just where they do the setup, and I consult is \$2,400 for a quarter. Then if they want the higher level of service, where I do the heavy lifting and help them with the implementation of the software, get everything set up, and all the integrations and stuff, the base of that is \$6,500 for a quarter.

## Ep #85: Becca Coaches Live: Finding the Clients That Grow Your Business with Carrie Downey

Becca: I want to completely pivot this conversation. You have always worked with solo entrepreneurs, and you have had clients at that. Your starting point is \$2,400 if they do it themselves, \$6,500 if you do it with them and for them. But now you are wanting to move to companies that have 10 plus people, which you haven't had a client yet, but you want to move to 10 plus staff members. There's a few different reasons, but the main reason is you're noticing that you're getting a lot of no's from the small businesses. They're not ready financially.

Carrie: Well, let me add to that that I really am very passionate about team collaboration, team communication, and helping streamline processes for businesses. So because of that, I mean I'm not stuck on the 10 plus people. It could be five as a team, but a solo person has different needs than even a small team has in terms of communication. But I do aspire to work with bigger teams with different responsibilities, departments, and making sure all the different units of a business can communicate and be connected to help move the ship in the same direction. So.

Becca: Right. What prompted the number 10? Like, my Hell Yes Coaching company has maybe six contractors total working for it, but all in different fields. We have to collaborate together. Like, why the number 10 is my question.

Carrie: Yeah. That's what I'm trying to just clear up as that I'm not stuck on the number 10. It's just team. We'll use the word teams maybe in place of a number.

Becca: Okay, okay. Cool.

Carrie: Yeah.

Becca: Is it true that, and it's totally fine if it's not. I'm just trying to get down to what's happening here. Is it possible that the main reason that you're wanting to switch to teams is because you keep getting told no? The entrepreneurs aren't financially able to use your services.

## Ep #85: Becca Coaches Live: Finding the Clients That Grow Your Business with Carrie Downey

Carrie: No, I mean, and I just really love working with teams of people. Truly I want to help those businesses that are growing and trying to bring on support staff, trying to make this thing grow. So, I still love solopreneurs. I don't have a problem with that whatsoever. That's why I've kind of taken on some of those clients, even though I do ultimately want to be focusing on businesses that have team.

Becca: Are you only talking to people of higher corporations, bigger corporations? Or are you spending time talking to the smaller people as well? Right? Like, I just wonder if you took away completely your ability to coach smaller companies, like one to three people. If you took that off your plate, you removed it. Like you literally are not allowed to sign it, hypothetically. How would you approach this differently?

Because right now we've got this safety blanket. This like well, I can always go back to the original clientele. The clientele that I'm not really wanting, but the clientele that will pay my bills and keep me afloat while I try to get this new clientele. Right. If you took away that safety blanket, hypothetically, and you weren't allowed to coach anyone else that has 10 or under people, how would you approach these associations differently? These networking associations or social media, word of mouth? Can you think of anything that would change?

Carrie: I would certainly think that if I chose a sociation that's directed for larger businesses, that was intended for larger businesses, that I would be getting in front of a different audience.

Becca: Okay, is your network association that you're a part of right now, is it intended for smaller businesses?

Carrie: It's not necessarily just smaller businesses, but there are more of them than the larger businesses. So yes. So I guess one of the things that what I'm kind of like discovering through this session is that I don't necessarily have a number of people that are what I'm striving for. It's truly

## Ep #85: Becca Coaches Live: Finding the Clients That Grow Your Business with Carrie Downey

just working with teams. So it doesn't have to only be 10 or plus, right? I feel like there has to be more than one, right, in order to make a team.

That is what I'm trying to understand is that there's a big range, right? I mean like when you are growing your business and you add an assistant, that's one person that you've added to your team, right. Then you add a second, then you add a third. Those businesses that are growing and desire to be bigger are the ones that I'm trying to work with.

There are lots of businesses out there who started solopreneurs and never want to grow a team. That's perfectly fine for them, but I am looking to work with teams. So.

Becca: I also feel like there's just a part of me that's like that's literally just a natural evolution that happens when you're working with businesses. Like when I first started business coaching, I worked with people that were making \$20,000/\$30,000 a year because I was a beginner coach as well. So I wasn't attracting these multiple, multiple millionaires to me, right. I didn't have the tools. I didn't have the resources. I didn't even have the knowledge because, at that point, the most I've ever made in a year was like \$400,000 or something like that.

But as I've grown, my clientele that I'm attracting has grown because of the way I'm showing up, because of the way I'm speaking, but also just because of word of mouth, right? Like, when I first started coaching people, it wasn't big teams. It was just one off entrepreneurs, single entrepreneurs.

But the natural evolution that has happened was word has gotten around, and then it goes to more successful people. Then they hear about it, and they tell their friends and then more successful people, and they hear about it. Then I stop working with people that can't afford my services. So that is a natural evolution of weeding out people that oftentimes are just a single entrepreneur.

Now with my rates, I'm only seeing people that can come in that have teams, that are big enough to afford teams, and big enough to afford my

## Ep #85: Becca Coaches Live: Finding the Clients That Grow Your Business with Carrie Downey

type of mentorship. So there's another part of me that's like don't pivot your audience. I mean there's two kinds of way of looking at it. Like you could go what we were doing like don't date the Joe Schmo. Like only date the right people.

But also there's this other side of me that's like don't pivot your audience if you're not ready for that audience, or if it hasn't naturally come to you yet or occurred to you yet, right? Like you are going to continue to raise your prices. You're going to continue to work with higher end people as a natural evolution.

Carrie: Right.

Becca: It's gonna happen as long as you continue to grow. If you stop right here, you never change your pricing again, you never change your strategies again, you never do anything differently, you're gonna continue to have the same clientele. But if you continue to push yourself, you continue to invest in yourself, you continue to challenge yourself, there's going to be this very normal occurrence that happens where you are going to begin weeding out people that you would have necessarily worked with last year or the year before or whatever.

Carrie: Yeah, I love that. I mean that perspective is very helpful. Because I think I've been looking at it as very like segmented instead of like the long game of it. What you just said really resonated with me because I have seen you evolve your business in that fashion. I know that as I grow my own business, I will start to attract the kinds of teams that are growing as well.

So it kind of brings me to another question that I had for you because I feel like I am ready to take some risks with my business. I'm ready to like push it to the next level. I'm trying to figure out where to invest. I've made some investments in coaching. I am very grateful for that. I don't want to stop doing that, but I feel like I need to make some investments in some other areas too. Building a team, maybe investing in traveling to where these

## Ep #85: Becca Coaches Live: Finding the Clients That Grow Your Business with Carrie Downey

associations are meeting, and giving presentations or putting together expo table at a convention or investing money in marketing in those ways, I guess.

Becca: Yeah.

Carrie: What are your thoughts on that?

Becca: I mean the truth is all of it. You get to choose, but you've got to take the action, and you've got to do it. Like you got to put yourself in front of people. So whether you're traveling and speaking at events, that's wonderful. Whether you're creating booths, that's wonderful. Just like investing money to put yourself in front of people. I mean, that's what we call ad money, right? Whether it's a paid ad or a free ad, you have to advertise, and you have to be spending that money.

For me, it's like I always ask myself if I have \$5,000 a month that's just going towards ads, whether they're paid or free or just me putting myself in front of people, how do I want to spend it this month? Knowing that it's a continuation. It's a continual thing, right? It's like this month I might be flying out to speak at an event. Next month, I'm gonna put all this money into actual SEO and advertisements and paid ads. The following month, I'm gonna take it and set up a booth and talk to people at three different fairs or whatever.

You get to just choose how you want to do it, but you have to do something and not put all of your eggs in one basket. Like okay, I'm going to spend some money this month. I'm gonna fly out. If it doesn't give me a client, it didn't work. That's not actually true. Like part of your job is to advertise forever and always, and that's just a part of your overhead.

Carrie: Okay, that's helpful. Thank you.

Becca: But also like, and I'm always a believer in this, but having someone to push you to do these things, right. Like just in this session alone, I've watched you kind of—It took us a minute. I felt like we had to get there. If

## Ep #85: Becca Coaches Live: Finding the Clients That Grow Your Business with Carrie Downey

you're listening to this podcast, there was like literally 20 minutes we took out because we were just trying to figure out exactly what was happening or what was in Carrie's mind that was causing the problem. We ended up cutting out a big chunk of this episode, but it took us a minute to get there.

If you took the advice of like continue to take your clients, continue to see them, continue to nurture them, and allow it to naturally evolve, and you will get to those bigger teams. You will get to those bigger things. I watched that advice almost like change you. I watched your shoulders drop a little. Like it must have felt good to you. It must have felt easy or something because I watched you soften when it happened.

That, to me, is the ultimate place to put your money. Because if you can have a coach or a mentor or someone that is helping you do exactly what just happened to you, you don't need to spend money flying out to Vegas to speak at event. You are going to come up naturally with ways to see more of the clients that you love.

Like we could get off this call and because you have permission now to not just go after those 10 plus clients, you're gonna make so much more money over the course of the next few months because you just feel full permission to nurture your people that you already have and that you already attract. Just trust yourself and know that it's gonna grow from here.

Carrie: Yeah, I love it. I really do. I mean I am in this because I want to help businesses soar. I want to help them set up the systems and processes that they need to be successful at what they do. That's what drives me every day and gets me excited to work with people. I want to work with somebody who wants to grow their business into a team of people that's accomplishing whatever it is they're doing.

Becca: So yeah, to me, in order to gain as many clients as you want, in order to have a really high quality name, and in order to eventually see the exact type of people that you want, which is bigger teams, you're already on the right track. Like don't put any roadblocks in front of you. Go ahead

## Ep #85: Becca Coaches Live: Finding the Clients That Grow Your Business with Carrie Downey

and just keep doing what you're doing, serving your people, doing the best quality that you can.

What's gonna happen is the people that you're working with right now, these solopreneurs, they're gonna grow their business because you're working with them, and then guess what they're gonna do. They're gonna hire a VA. Then they're gonna hire a social media manager, and then they're gonna hire a sales rep, and then they're gonna hire other practitioners. Boom, you created the exact person that you wanted to work with instead of going out and seeking and like really trying to find all these other people.

Like that's how it's happened with me. Some of my biggest clients right now, some of my million dollar earners, multiple million dollar earners, they came to me making \$100,000 and not having a single team. Right? So I didn't start as a business coach saying, I want to work with only millionaire.

Carrie: Right.

Becca: I built them. Right? You can do the same thing.

Carrie: Yeah, that's hugely helpful. Thank you so much. I think I was just putting too much pressure on myself to like jump to the next level instead of gradually build my way there. So.

Becca: Yeah.

Carrie: It's huge. Thank you.

Becca: Yeah. It goes back to the very sound advice of you can't be a nickel out there looking for a dime, which if you haven't built your dime ass audience yet and you're still in the process of that, don't rush it, right. Like you have to become a dime too. Like three years ago when my highest earning client was making \$400,000, like I wasn't ready to coach someone that's making \$33 million.

## **Ep #85: Becca Coaches Live: Finding the Clients That Grow Your Business with Carrie Downey**

Like, so much has happened. I had to grow. I had to learn. I had to expand. I had to push myself beyond measure in order for me to be the person that could coach someone making \$30 million. If that hasn't opened up for you yet, that just is another sign to continue to push yourself and grow.

Carrie: I totally agree. I'm gonna be working on it.

Becca: We get to build our clientele.

Carrie: I love it. Yeah. I mean just this past year alone has been such a transformation for me. I actually get a little giddy and excited when I think about what's to come in the next year. Like the transformation that can happen. So.

Becca: Yes.

Carrie: It's exciting.

Becca: I love that. Okay. Well, good. You feel a little better? Feel good? We got there, Carrie. Gosh.

Carrie: We did. Thank you. I appreciate you sticking with me through it.

Becca: Absolutely. I appreciate you watching me think silently for a long part of this episode. All right, can you please tell my audience where they can find you if they want to work with you?

Carrie: Yeah, that'd be great. I have a website. It's [clarityco.org](http://clarityco.org), and there's some information on there. I'm really excited about an interactive video that I'm making for my website right now. I hope that if somebody finds it, they'll interact with that new video and reach out to me. I'm also on LinkedIn as Carrie Downey and on Instagram as Clarity Company. I also have a YouTube channel called Clarity for Business, and it offers some helpful tech tips for business owners. So.

## Ep #85: Becca Coaches Live: Finding the Clients That Grow Your Business with Carrie Downey

Becca: Awesome. We will have all of that linked up directly in the show notes. So I can't wait to see what you do over the course of the next year or two.

Carrie: Thank you. I appreciate it.

Hey guys, this podcast is the blood sweat and tears of a lot of different people. The planning and the preparation of each episode is extensive. My team and I are really proud to bring you this free and abundant content each week, and we hope that you're loving it. If you are, the very best thank you that we can receive from you is a review and a share.

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