

**JANINE:** Welcome to the Get It Done Mum podcast. We're your Kiwi hosts, Janine Ogg and Jo Foster. We're on a mission to help you build a business that makes you real money in less than 20 hours a week so that you have time left over for the important things in life like hanging with your kids, looking after yourself, and having great relationships. We're here to motivate you and to light that fire in your belly so that you leave each podcast inspired and with concrete tools and strategies for building your ideal business in life. Are you ready to get it done, mum? Let's crack into it.

Hi, and welcome to episode 2 of the Get It Done Mum podcast. We're so excited about the podcast and about getting to know you better so that we can create interviews and content that is geared towards making your business more profitable with less time input from you so that you can have more time to spend on the other things that you love like your kids, your partner, and whatever else it is you get up to that really floats your boat outside of work.

So on that note, today's episode is all about our top tips for how you can do less but achieve more in your business 'coz that's what we are all about. Being super smart with your time and money so that you can cut out the extraneous crap you are currently adding to your to do list, and yes we know that you're all doing it and that we certainly still occasionally fall into that trap, so let's start focusing on the key things that are really going to make a difference to the results that you're getting.

And we've been working with mum business owners for quite a while now and as you know, if you've listened in to our very first episode, we're both mums, ourselves. And we're right there with you as you figure out how to juggle a business that is not only profitable, but has meaning for you, too. We're on that journey with you. And this is our fifth year of business. And things are looking pretty exciting for us these days. But we have certainly had our ups and downs along the way too, just like many of you listening I'm sure.

And that's what this is all about for us because it's those challenges, it's those ups and downs, particularly those downs, that get us out of that comfort zone and test how committed we are to what we are doing. And they also teach us so much about ourselves, about our clients, and about how to make what we are offering to them even better.

And the more work we have done with our mums, the more that we've come to realize that so many of us have been falling into the same traps in those early years of business. And for some mums, those traps are still holding them back from better results even if their business becomes more and more established which is when things are meant to get easier, right? So today, we're going to share those traps with you so that you can avoid them or free yourself of them, whatever stage of your business you are at.

JO: So, in today's episode, what we're going to do is take you through those five crucial steps.

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The great thing about this kit is that really compliments this episode of our podcast because it also includes action steps and a workbook to help you apply what we are talking about here to you, your business, your unique situation. So if you want to take a peek at our success kit now or anytime while you're listening along or afterwards, and combination with the audio podcast then go to [www.getitdonemum.com/successkit](http://www.getitdonemum.com/successkit) and you can get going on that workbook now.

And we put together this resource because we hear mums asking the same questions over and over again. And we see the same mistakes being made and we wanted to do something about it. Now before we get into these five steps that we are going to share with you today, it's really important that we address a pertinent question, or sometimes it shows up as a doubt, and that's wondering, is it really truly possible to build a profitable business and somehow have plenty of time leftover for your kids.

So, Jo, I'd love to hear what you think about this. Do you truly in your heart of heart think it's possible to build a great income for yourself part time as a mum working most likely from home, or is it actually just a part dream and promises and it's not really in reach for most mums? What do you think?

JANINE: Yeah, I mean, it's such a great question and, you know, I have to be completely honest and say that in those early, first couple of years I think

this question came out for us quite a lot because we were working really hard but we still weren't getting the results that we were after. And we're like, are we doing something wrong? Is this really possible or is it just a bunch of experts out there who are making a lot of money from teaching people how to build successful businesses online, but the only real money being made is for them?

And so we have experienced those same doubts and fears but today I can honestly say that I truly do believe that it is possible but it takes dedication, it takes hard work, and most importantly, what we've learned is it takes a really savvy strategy, particularly if you're a mum in business and you're building your business part time. You know, you don't have 40, 50, 60 hours a week to put in to making this work. So you got to be super smart about it. So, also through this podcast, we're going to be sharing with you some examples of mums out there who are doing it and who are making it work for them.

And now, the idea behind is that it's really going to inspire you and it's going to build on your belief in yourself, you know, that you can do it because if they can, then you can, right? But on the flipside, we also want to be really straight up about it and acknowledge that for every mum out there who is making it work for them, this online business thing, there's probably a bunch more who are struggling.

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Putting in countless hours and experiencing worry and frustration 'coz they're not achieving the results they want. They're not making enough money. And we do hear from these mums a lot through our social media and through our emails and that kind of thing.

So you may have experienced this yourself and the end result of it is that you end up spending a lot of time feeling guilty and frustrated that you're giving up your precious time and energy, you know, this is time you could be spending with your children, for no good reason because you're not getting the results at the end of it all. And when that happens you start to doubt, you know? You start to ask yourself those questions. Is it really worth it? You know, perhaps I should throw in the towel and get a regular job. You know, what was I thinking? This is a crazy idea. All those doubts and fears that come out for all of us at some stage during our business journey.

So if that's you, if you are experiencing those thoughts and doubts at the moment or occasionally coming up for you, we're here to say, please don't give up. After working with lots of mums and interviewing lots of successful entrepreneurs, we've pulled together five crucial steps that we believe will make all the difference to the results that you are getting. So if you're struggling right now, don't give up yet. Take a look, keep listening to the podcast. Take a look at the success kit, and apply what we're talking about today to your business. Because not following these steps is a bit like falling into a trap. And we see so many mums who experience this and we want to make sure that you don't fall into this trap too of if you're already are struggling with some of these issues, we want to help you. We want to give you a lending hand and we want to help you out of that trap and get you and your business moving forward.

Because if you can nail the five steps that we're covering today, and are included in the success kit, then you are going to be well on your way to getting much better results from your business with less time input from you. So, let's launch into the juicy stuff and the rest of the episode we're going to walk you through the five steps that you must take to make sure you're on track for success in your business. And the very first step is all about narrowing your focus. So Jo, why don't you tell us a little bit more about step number one and what we mean by narrowing your focus?

JO: So one of the first and common mistakes that we see our mums making over and over again is trying to offer something for everyone. And that seems logical because you sort of think, if I spread the net really wide and offer something to everyone, I'll catch more clients and make more money. And in fact, we'd probably go so far as to say almost all the mums that we coach are doing this when we first start working with them. And, you know, it seems logical. You know, casting it wide, you'll have a really great chance of success. You'll get a range of clients, a range of income streams great. And we fell into this trap, too. In our minds, it made sense, best way to think about business.

Now, expert after expert told us that we needed to narrow down our target client and focus on a smaller segment of the market and that's also known as a niche. But we really resisted. We heard it again and again and we kind of knew that we needed to, but it just felt really hard. We were really scared to narrow down our niche because we believed we'll be missing out on sales. And now we know that the opposite is true. The golden nugget here is that

the more you find your niche, the narrower you cast your net, the more clients you'll get.

And the reason why? It's because we knew we needed to find our ideal client. You get to know everything you can about them. You're so much better equipped to make an offer that's specifically designed to meet their needs. And better yet, when they find you, they'll know you're exactly the right person to solve their challenge. It makes your market so much simpler and your ideal clients starts to feel as if you are speaking directly to them. And when you nail your marketing messages, they'll be so good that your clients will start to wonder how you go inside their head to read their minds.

So, it's pretty exciting. It also means that the more you narrow your niche, the less competition there will be and the more you will stand out in your market.

So let's now look at what underwear can tell us about niche and narrowing our focus. Think of it like this, you're down to your last pair of underwear in the drawer. All the others are full of holes and it's getting desperate. So you head to the shop. And in the shop, you see a selection of brands in the aisle. There's kids underwear, the sexy lingerie, the sporty women's underwear, men's jockeys, and even a brand that claims to have an underwear that can fit anyone. Now, out of all these choices, which are you the most likely to end up buying?

Well, we reckon it is probably the one that's most suited to your specific need. So if you work out regularly, you might go for the sporty underwear. If you're looking to feel a little sexy, the lingerie might tickle your fancy. And if you're a man, you might go for the jockeys. And we're willing to bet that the one you are least likely to buy is that pair of underwear that claims they will fit anyone for any purpose. Now the point we're making here is that your clients have the same mentality when it comes to deciding where to spend their money. So the more targeted and specific your message is, the more likely you are to convince them that you are the person to meet their needs.

You understand their pains and that you're the one person who can solve their problem. And this is something we've experienced firsthand in our business. Initially, we worked with that broad pole of generally, women entrepreneurs in general. But as soon as we finally bit the bullet and made the shift to working specifically with mums in business, our marketing message became so much more clear and compelling. And the results have

been huge and we've suddenly attracted a lot more of our ideal clients. It really was that simple. So the lesson here is to choose a narrow niche to focus on and you will get better results i.e, earn more money in less time.

And please note, that taking action in this area really does have the power to transform your business. We get that it can feel quite hard and scary to know your niche because we've been there ourselves. But if you'd like to take action on this, then make sure you grab your copy of our mumpreneurs success kit and workbook, we mentioned this before. You can get it from [www.getitdonemum.com/successkit](http://www.getitdonemum.com/successkit). And there'll be calls to action to help you really start working on this first step, narrowing your niche.

So that's the first one, let's move on to step two which is all about selling yourself. Now, we know this is a huge challenge for many business mums but it doesn't have to be. And this tends to be Jo's area of expertise. So, Jo, what can you tell us about successful marketing for business mums?

JANINE: Well the big one, Jo, that I've learned in the five years of doing this and talking to so many mums, and working on so many clarity chats and strategy maps with mums who are trying to make their business work is to focus on one or two marketing strategies that work and to challenge yourself to let go of the rest.

Especially in those early days of your business when you maybe are a one man band or a one woman band and just have a small team around you because time and time again we see chaotic ineffective marketing is a problem coming up for our mums. And again, we totally get it ourselves. This is what we were doing in the early days. We were investing in ourselves and learning lots about different kinds of ways that you can market and get your product or your service out there, which is great that we were doing that. But we found ourselves also getting quite overwhelmed. There were so many different things that we could do that just became a little bit paralyzing. And we did start trying one of the few things and then just get a little bit lost.

So, the other aspect of this is that when many of us are starting out, we don't really see ourselves as sales people or as marketers. And certainly, when we were starting out, we didn't see ourselves in that way. In fact, we had really no idea how important sales and marketing was going to be in our business when we were starting out. But once we did realise, and that happened pretty quickly, when the clients weren't rolling in waves like we thought they

would, we did get so overwhelmed that we really struggled. And we were spreading ourselves way too thin trying to do it all. And that was compromising the results that we were getting.

The other aspect of this is there's lots of other mindset stuff that can also hold you back from getting the results that you want from your marketing. So we've talked a little bit about overwhelm and confusion but there's also things like self-doubt, fear, or even just a lack of experience depending what background you come from. And all of these things can lead you to hate the marketing side of your business. And it starts to feel easier just to bury your head in the sand and think to yourself; well I'll just keep doing this for now. Just for the next few months, and then that turns to a year, or maybe even two. And before you know it, you're a couple of years into your business and you still don't have the sales funnel or marketing strategy that's actually working for you and you're still not earning the income you want.

But the good news is that it doesn't have to stay this way. **And it's possible for you to get better results but it's also possible for you to actually enjoy the marketing of your business.** And that's what we're all about. That's what we're passionate about doing, is helping our mums find those marketing strategies that are in their flow, that get that fire in their belly lit and burning. And that's what we're doing in this podcast. Jo and I, over time, have discovered that we love interviewing and we love meeting new people. We love hosting webinars. And so, podcast really is a great fit for us.

So I guess we just really challenge you and would say if what you're doing right now isn't working in your marketing, or perhaps it feels a bit yuck, and you can read that as, you know, it feels inauthentic, then now is the time to let go of your old beliefs and fears about being a marketer that aren't serving you and to do something about it. And the first step to that is actually looking inwards and saying, what is going on with my marketing and what have I got to do with that? You know, my mindset and my attitude towards marketing. And what am I going to do about it.

And you know there could a bit of work to do there. So we're going to take some of the hard work out of it for you by showing you right now what you really need to focus on when you are starting out or if you're already in business that's struggling to get results with the clients, that you need coming through the door. The literal door if it's online.

So the first one that we really want you to think hard about and to introduce into your marketing strategy is to build your audience. So focus on building your email list first. This has got to be one of your highest priorities because no customers equals no sales. And no sales equals no business. So that's why you're number one priority right now is to build an audience of loyal followers who are really into what you do and will at some point be interested in buying your product or service in the future.

If you don't kind of have an audience, then you have no one to sell to. So it could be that you're out there busting your butt trying to get sales and you're just not getting results but it has nothing to do with what you're offering or your product or your service. It's to do with the fact that you just don't have enough people in your tribe or in your audience that your product is getting in front of. So if you are struggling to make sales, look to a lack of audience first as the cause.

And in our opinion, the email list is the most effective way to build your audience. So I'm sorry, that Facebook followers don't count. So the real relationship building happens via email. So building your email list is the highest priority. And there's a couple of reasons for why we prefer Facebook over email or just touch...

JO: Email over Facebook.

JANINE: Sorry, email over Facebook. You just don't know what's going to happen with Facebook. So, having a strategy where you build a huge Facebook tribe and you're totally relying on that for your customer base, is actually quite risky because what if Facebook changes their roles or something different happens on Facebook. You know, you're left in the lurch. So, also in email, you're more likely to get those opened, you're more likely to get people more directly engaging with you. So, it's great if you've got Facebook likes in a Facebook community. Your next focus is going to be, okay, how do I get those Facebook followers? How do I get those people I engage to be on Facebook, with me on Facebook to come on over and subscribe to my email list? Because if you don't have that solid community of followers on your

email list, you're going to struggle to make real money no matter how much time you put into your business. So you must start here.

And remember to keep it simple. Now that you know your priority is email list building, then you can breathe a sigh of relief when we tell you to kiss it, which we call Keep It Simple, Sweetheart because one of the key things we work with our VIP clients is that less is more approach to marketing.

So, when it comes to less building, rather than trying to do it all, narrow your focus right down and keep your marketing strategy really simple. Put your efforts into one or two things that you can do really well when it comes to less building. And then to choose the one is going to start building your list the fastest, get it out there, and improve it until you're getting the results you are after. Then you can look to go to the next. I can sort of hearing some of you say, you know, that sounds so, you make it sound simple but how do I know where to focus? What I did, or do I start with first. So we're gonna give you a couple more tips around that as well.

So we recommend that you start by choosing marketing methods that fit you and your style. So if you're trying to grow your list or spread the word about your business, it's absolutely crucial to your success but it can be fun too. And so to make it feel authentic into feel right for you, pick the one marketing technique that you enjoy and it comes most easily to you. There are so many options when it comes to marketing now that you should be able to find something that you enjoy. Is it writing guestbook post? Is it making short videos tips for your target markets? That could be recording guest interviews, hosting a podcast, facilitating a Facebook group. Maybe you love going to live events or you love speaking. A list of options goes on and on but what is most important is which one of these calls to you the most.

So once you have an idea, start focusing all your time building efforts around that one total technique until you hit your initial income or list building goal. And then once you hit your goal, you can re-assess and add up other elements needed. And of course as you grow you can also add team members in. So if there are other kinds of marketing you want to do that you don't necessarily enjoy doing, you've got people around that you can outsource those things too.

So the most important thing here is to keep your strategy simple and focused. Otherwise you end up trying to do too much and not doing any of it very well.

And when you start to do this, you will find that you will reap the rewards in so many different ways. The relief that you feel when you simplify your marketing is gonna be immense. Plus you'll get better results as you become more and more confident at selling yourself in a way that feels authentic. And also, your ideal client is gonna be attracted to you like a bee to honey. And you're gonna start building a tribe that's packed with people who really believe in you and what you offer. And from there, you're gonna experience a complete turnaround in your results like we did. All of a sudden, you'll have customers to sell to who believe in you and a viable business on your hands. And that's such a great feeling.

So the main lesson that we've learned here is that marketing can be fun and it can be effective, and it can feel authentic if you do it right. So our challenge to you is to figure out what gets that fire in your belly going when it comes to marketing and then to get out there and start building up the audience. Get a hundred email addresses, get 500 email addresses, and by the time you get to a thousand, things are really gonna be starting to look good for you.

**JO:** And the side of it, too, is that, you know, if you think of all those marketing things you're doing right now that are on your list and you just keep putting them off, well you get that awful feeling at the pit of your stomach when you should have come to do this and it just gets delayed and delayed. The beauty of it is you can let go of those, you don't have to do it anymore. And just that relief, it's awesome.

**JANINE:** Yep, feels great. And, I mean, there's so much to consider when it comes to marketing and what we're doing is just really try to keep it simple for you. And there's nothing worse than feeling icky or unauthentic or hating what you're doing each day when you sit down on your computer to build your business. So yeah, if you want more, as Jo said, then head over to [getitdonemum.com/successkit](https://getitdonemum.com/successkit) and you can dig a little bit deeper to some of

what we have talked about by following the action steps and using the workbook.

JO: Step number three. So have any of you ever thought of something along the lines of, if I charge less, I'll attract more clients and therefore earn more money. If I charge less, it's easier for people to hop on board and say, yep I'll have that 'coz it's less of an investment. Well, mistake number three that we often see people making is undercharging. And it's a very common trick. We see mums again falling into it again and again. So if you do this, you're not alone. Often, mums do it without realizing it and many women we see even continue to charge too little even when they have established themselves in business. And, you know, the logic is simple. Lower prices equals more clients, equals more revenue. And you know, after all, we get it. You don't wanna charge so much that no one can afford to even pay for you.

So while this is true to a certain extent, we you start to dig below the surface, the logic really is flawed. And undercharging is a massive thing that can hold you back from achieving what you want in your business because when you charge less, it can demonstrate that you have a lack of confidence in yourself. Now decide again, when you charge less, it can demonstrate a lack of confidence in yourself and what you're offering. And it may sound harsh but it's true. And again, we fell prey to this limiting belief early on. It's that kind of "I'm not good enough", "my talent or skill isn't worthy enough" belief. And that can lead you to think that no one will ever pay you good money for what you offer.

And actually, it often comes from being so good at what you do that it just comes so naturally, you really undervalue how difficult it can be for other people. Now we hear this kind of thinking and lack of confidence around price all the time from the clients we work with. And last year I've spoken in an event of women entrepreneurs and over 90% of the women in the room see that they really struggle with feeling confident enough to ask good money in return for their products and services. And one attendee even said how could I ever ask for money for that.

So, when you're just starting out, that's really easy to think, well I just start, you know, quite a low level and then I'll get my prices up later when I've got myself established, I'm more successful, I've got better credibility.

And so you charge less thinking that this makes your products and services more affordable and that you'll attract more clients. But the opposite is true

because these low prices can send a message that you don't believe in yourself. And it's not just what you believe, it's also in the flipside. **When you charge less, your potential client doubts your talents and expertise.** You know, if they see you charging \$20 for something that's clearly worth 200, how can they be confident in you if you aren't confident with yourself and your abilities.

So, and again, we found this as soon as we got the guts and courage to put our prices up, to better reflect what actually is the benefit that transformation of the value that we can offer our clients, we started attracting more clients to us, not the other way around. And we see the same thing happen to our clients again and again. Again it's scary to take that step, but it's really, really important to do so. So step number three is ensuring your pricing reflects your value. Remember this podcast, this course is about doing less to achieve more. So put your prices up and the clients will come flocking. So once you send a message for your pricing that I believe I'm worth it, then your clients will be saying it, too.

So the lesson learned here is set your prices at the right level and read this as higher than you think, it will not put people off. This will increase your revenue. And it's about remembering, it comes back to that mindset J9 was mentioning about in the marketing tool that you do have something awesome to offer the world. Your skills and what you offer is truly valuable and the right tribe will pay great money to benefit from it.

So, you know, we're willing to bet that every one of you listening to this podcast probably does undercharge at least one area of your business and that you're losing out as a result of that. So, do take this opportunity. Go on over and look at the course direction and see where you can make a change. And just a little note, we're not suggesting you put your prices up so high that you can't actually reach out to your ideal target client but it is about examining your current pricing and saying what does it reflect about my own beliefs in myself and where could up things a little bit.

So that's the pricing. That's step three, having prices that truly reflect your value and obviously if you increase your pricing, when you increase your pricing that's gonna have a massive impact on your ability to increase your revenue. But there's also another aspect of your business model that would really will determine how profitable you are and that's through your income streams in your business models. So J9, you wanna take one away?

**JANINE:** Yeah, do I love this stuff. So step number four is planning ahead to create an income stream in your business. Traditional business advice suggests that charging an hourly rate for your products and your services is a viable pathway to success. I guess that's kind of being the norm and that's what we know. But when we were looking at the sums and we discovered that even if we set that hourly rate really high and work really long hours, we would still struggle to reach our income goal and it was really the opposite of what we wanted.

We wanted to be able to earn but actually work part time so that we had more time to be with our kids and do the other stuff we wanna do. And so why is this? Why does an hourly rate model not really work for you if you're trying to build a part time business? Well it's because, as you may know, really, running a business is more than simply delivering your product or service to your client. There are a whole lot of other tasks that have to be done. Marketing and planning to name just a few. Once you build a team, you can throw management in there as well. And these tasks can seriously cut into the time that you have available to charge up to clients.

Meaning that in a 40 hour week, you might only end up with 20-30 hours the level income. And we know many of you don't have anywhere near 40 hours to start work. And that's the problem with charging out your time by the hour.

In this scenario where you're charging out your time by the hour, the options for increasing your income are pretty limited. You can increase your hours and charge out more time to the clients but this means you have to work an even longer week. Or you could put more time into your business and sell more products but again you have to work a longer week. Or you could hike up your prices and this might work for a while, but eventually you'll still have that income generation ceiling because there are so many, you know, there are only so many hours in the week.

And also, I guess depending on what you're offering, there is gonna be a limit that your client is prepared to pay perhaps for your product or your service. So as a time stripped mum, this time for money business model really doesn't work. So that's why we've enlisted hours of our time and energy and also thousands of dollars learning how to work smarter not harder in our business but still get a great pay check at the end of the month.

So today, we teach our clients how to move away from a time for money mindset and to start earning income from multiple sources.

Some of those will require no ongoing time input from you other than ongoing marketing strategy. This type of income is called residual income. Meaning you can create a product or service once and continue to make money from it over and over again. So with residual income is just one of several types of leveraged income streams that you can add into a moldable income streams business over time. And when you do, it has the potential to transform the direction of your life in business and I'm sure, for those of you who have been in business for a while and listening to different podcasts or attending webinars, you would have heard this term moldable streams business before.

And you're probably aspiring or possibly aspiring to what's creating it for yourself. But it's just a warning around this, I guess, that we wanna share with you as well because we're about keeping it real. And that is just proceed with caution when it comes to moldable income streams because there's a problem that no one really talks about when it comes to moldable income streams. And because there's no doubt that a multiple income streams business has huge potential for you, but when you're starting out, in our experience it's as easy to make it work as some experts might tell you.

So why is that? Well it's because you can have all the new and amazing income stream ideas in the world but it's no good unless you have someone to sell it to. So that goes back to that earlier point I was making about audience building and that's why addressing step number two, audience building, is so crucial to your business strategy. So yes, multiple income streams are great, but you also have to be a savvy marketer if you are gonna make them work because these income streams aren't going to sell themselves. You have to have an audience base and a tribe to sell them to. So, to summarize, what we're teaching around multiple income streams, they are great because once you train your brain to get smart about leveraging your time in this way that can be really fun to create these products and services. We love creating leverage products and services. It's fun. And once you got your income stream right up you can start to get really creative about the different kinds of products and services you can introduce into your business.

They are great because the potential for increasing your business income without having to put as much time in is huge. And finally, these small

strategic types of leveraged income enable you to reach and to help more people without having to do more work. So that's a real win-win.

But, and there's always a but in here, moldable income streams can also be challenging. Coming up with ideas for leveraged products and services takes a more entrepreneurial spirit than your standard time for money business model. You need to teach yourself to start thinking outside the square to get your income stream right up. But also remember you can choose to invest and help with this if it isn't your strength or you can buddy up with other entrepreneurs who are maybe more creative in that space and get feedback and help.

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Another challenge is that you need an established audience to sell your leveraged products and services to. So we've already spoken about that but I'm gonna hammer a bit home just one more time. You know, that it takes time, commitment and a certain level of marketing know how to build. And the final one here is **without an established audience to sell to, you do risk wasting your precious time and energy creating new products or services that don't sell.** And we certainly did that in our early days. Like we've got a couple of programs sitting there that I wrote in the early days that were only just starting to really introduce now because we tried to introduce them back in the early term. We just didn't get the momentum that we needed. We didn't get the sales. But now that we've got a bigger audience and client base, we have started to re-introduce some of those things. But probably it would have been more fitting for us if we had a list that we were trying to create in those early days and had focused more on building our audience.

So, and we're gonna give ourselves a little plaque here because we are truly passionate about helping you build a moldable income stream business. We just think it's got so much potential to empower so many mums to be able to spend more time with their families (FOR AUDIO PROMOTION). To have more twist in their life because it can transform your ability to earn a great income. But there are so pitfalls.

So, if you do want, and we'd love to give you a hand with it so again, get over to the success kit; [getitdonemum.com/successkit](http://getitdonemum.com/successkit) and walk through the steps in there and the action, take the actions that we outlined in there and remember that lesson that we've learned which is creating moldable income streams for your business is key to a long term success if you are a time tripped mum.

So that's tip number four. The ins and outs of building a moldable income stream business. And next up is step number five which is all about investing in help to grow your business. And this is definitely Jo's strengths. She loves the stuff. So, over to you, Jo.

JO: Awesome. Yeah and just a final note on what you are just talking about, it comes back to the strategy, you know, I asked in the beginning whether Janine thought it is really possible to build a profitable business as a part time, you know, part time hours. And it is when it comes to strategy and it's really about that moldable income stream stuff. Again that stuff has the power to really transform what you're doing in your business. So it's definitely exciting.

And step number five, this is about letting go of your inner Wonder woman. And, you know, this comes on so many levels but like you, we started our business on a shoestring. So we're willing to bet that many of you started with no money set aside to invest. It's just you sort of working your way and maybe at the kitchen table and so therefore you do everything yourself. And, you know, at the start you can set of fumble along like that because you can. You can write your blog posts, you can format with Wordpress, you can do your accounts. And in some ways it's good to know how to do it all. And, you know, if you don't have the money to invest, then it's... That's sort of the only option.

We did this because it seems like the fastest to grow our business, when we had very little income we sort of hoped that if we keep everything within the business and did everything ourselves that we can pass out sooner. And we also found it really hard to justify paying someone else to help us when the business wasn't actually paying us any money yet.

Since then, we've really experienced the benefits of investing in help and support from others and we just wish we had done it sooner. And we can truly look back now and say that the biggest leaps in our business have come when we invested in help and support from experts. And it's helped without a doubt. And so whether that help we're talking about has helped, you know, from a V.A. or an admin assistant to help with some formatting or sort of day to day task, but it's also about the help from a mentor or an expert advice. You know, you can't go and find everything you want free on the internet but in the amount of time it takes to do it is just paralyzing.

So, we hear you saying, I can't afford to invest in help to grow my business. And we get it. We were there. It took us a long time to realize that, you

know, the impact that outside help and advice would have in our business. And do we blundered around on our own. What we've learned and what we've seen time and time again in our clients is if you truly want to succeed in business, you have to invest fully in your business and ultimately in yourself. And this doesn't just mean a time invest where you probably all doing anyway, but it's also financial investment.

And you will accelerate your success markably as soon as you decide to invest financially in help and support experts. So as soon as we found the money to get the advice for making it, we started to generate more income. It was just this amazing cycle effect. And that meant that the more income we were generating, we could then outsource some of the work we didn't enjoy and that freed us up to work on parts of the business that we love and that we're good at and therefore we can generate more income. So you can see how it builds up.

And we started to see immediate results. We couldn't believe we haven't done it sooner. And to this day, we continue to invest a really, you know, large chunk of what we earn taken to mentoring or professional development programs, resources, expert advice. And also we're investing quite highly in outsourcing because it's just moves our business forward so fast, it means Janine and I both working on the things we love. We've got experts doing the things we don't love but still need to be done. And it's win-win. So the lesson learned here is that investing in help is the fastest way to grow yourself and your business. And it's worth every cent.

Now just a couple of, sort of, personal stories to do with investing. You know, we're a great team, Janine and I because left to my own devices, I would certainly sort of, no we don't have any money. We can't invest. We need to save it. It need to go away for a rainy day. But when left to her own devices, Janine would be often investing in this program and that expert, she's always ringing me up saying, Jo, I found this person who is running this program. It's just what we need, it's great. And you know, it's pretty clear to see that if we either stayed solely in my camp or solely in J9's camp, we wouldn't get very far. If we stayed in my camp, we just couldn't be growing or developing our business at all.

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If we stayed in Janine's camp, we would be so busy developing ourselves, we wouldn't have time to work to actually deliver anything to the client. So it's about getting that heavy medium of saying, you know, what products and

services do we need to invest in? What's our greatest area of need and then finding the money. So, you know, certainly, if you know which camp you're in, find someone else to come and check with us about how you can get a little foot in the other camp as well.

The other side of it is that several times in our early days, Janine would ring me up and say, I found this great program we need to do and I'd say, we actually just don't have the money. We just don't have \$2000 in the bank or 3000 pounds in the bank. And we sort of took a leap of faith. There's a great quote that says, "She took the leap and built her wings on the way down". And every single time we did that we fully knew that we were investing in the right thing. We just found a way around it. The money would appear. We would talk to the person and say, "look we really want to do your program. We've got enough money to pay for the first month. We don't have any money to pay for the rest but we are committed to making it happen, can you help us?" And every single time they'd say, yep, no problem. Because when you show you're willing to step up, to make that financial commitment and to just jump in, things really do come your way.

So, you know, if you're finding yourself saying, "I just don't have the money", then email us, talk to us, find a way to make it happen because truly investing in yourself, moving away from D.I.Y. mindset and investing in yourself, would have a massive impact on your business and your success. And so it's crucial, we say, "Where can I find the money and who can help me get these results the fastest?" So again, we've got a lot of calls to action around it so that you can make sure that if you are going to, or when you do step up and invest in getting help for your business, that you are investing in the right areas.

So head over to [getitdonemum.com/successkit](http://getitdonemum.com/successkit) and your way through the calls to action there. And that is step number five.

**JANINE:** Awesome! Thanks, Jo. So that's a wrap basically. Those are our five crucial steps you need to take to start doing less but achieving more in terms of the results that you are getting in your business. So I'm just gonna summarize those one more time for you. So step number one is to narrow your niche. Narrow your niche and get really clear about who you're trying to target with your products or service. Number two is to choose one or two marketing strategies that are gonna get you the best results and to let go of everything else. And to really focus on doing what you enjoy and to prioritize list

building ASAP if you are not already doing it, let's start building that audience around you that are gonna be your raving fans in the future.

Number three is to reflect the value of your price, of your product and services and your skills in the way that you price your products. Number four is to build a multiple income streams business. Keeping in mind that audience building is crucial to the sales that you need to make of those income streams. And number five is investing in help. You don't have to do this alone so challenge yourself, step out of your comfort zone when it comes to inviting somebody else to help you or work in your business with you in whatever way is appropriate for you.

There you have it, our five crucial steps. Ultimately, these are five different ways in which you may be holding yourself back from achieving the success that you and your family deserve. What could your business start to look like if you took action on even one of these steps? So we're really pleased to be able to share them with you today. It's been a pleasure. And if you got any questions, as Jo said, please email us, leave a comment on the show notes over at [getitdonemum.com/blog](http://getitdonemum.com/blog). We'd love to hear from you.

And yeah, don't forget about the success kit. I think we mentioned that enough times [getitdonemum.com/successkit](http://getitdonemum.com/successkit). But we just really want you to know that's there and that's free. It's not gonna cost you anything and it could make a big difference to the results you are getting in your business.

JO: Awesome. We look forward to hearing your feedback.