

JANINE: Okay, welcome to today's Get It Done Mum podcast. And we have with us, Catherine Newton, who is a speaker, a mentor, and a business coach amongst many other things, I'm sure. welcome, Catherine. It's such a pleasure to have you with us today.

CATHERINE NEWTON: Thank you for having me today and it's awesome to be here.

Janine: Now, I'd love to know, for our listeners, we're gonna dig a bit deeper into your, your personal story and your background in a minute. But if you were to give us a sort of sound bite description of who you are and what you do, what would it be like?

Catherine: Oh, well that's really easy. I guess I've been living my passion right now which is, so key to the success of our businesses, I believe. And what I love doing more than anything in the world is empowering women entrepreneurs to really have the confidence and the belief that they can step into their potential and they can make really great money, doing what they love.

So, that's what I'm here for. That's my purpose. That's my passion. And that's what I step here out into the world doing on a daily basis.

JANINE: Great, thank you. And so, what I love about your approach is that you have this, this big, focus on mindset about helping woman, and empowering them to step into their genius. And doing what they love. But you also have a great heave for strategy and we've ventured for you before around some more practical strategy stuff for our, some of that we did last year.

CATHERINE: Yeah.

JANINE: And so, we'll probably share some of the information in the show notes for those people who wanna dig a bit, deeper into the how to. But today, we'd really love, to hear more about your, more about your background. How you came to be in business, and doing what you're doing because I think there's a lot of power to be, and learnings to be had from that story. So would you mind sharing with us.

CATHERINE: Wow, it's one of those, open ended questions, isn't it? Because it's like, almost like when you start with, you know, what leads us on to the journey as how we get to where we are. But I think, first and foremost is that, I really listen to my heart when it came to me building this business and what I did was I made sure that what I was doing was something that I loved.

Something that I felt really connected to. And, I think that the key thing was that I really let my feelings be the guide for everything I do in my business, Janine. It's really around making sure that what I'm doing is I'm doing the things that I love.

So every day I ask myself, what's gonna move me forward and what do I love about what I do. And I try to do more of those things. And as I've done more of those things, my business is kind of growing and morphed and changed, and doors have opened and, you know, doors have closed, as well.

And, it's really got me to where I am now. We are, as you see before, I'm speaking, I'm mentoring, I'm leading online programs, I'm delivering workshops and speaking at conferences. And these are all the things that

actually I love to do in my business. but as you would know, Janine, it's, you know, it's not always been easy.

It's not always been like, you know, here's a silver platter, let's just, you know, just go with it. But there are so many lessons to learn along the way and I think one of the key lessons that I learned along the way is that, that quote by John Assaraf. And he says, if you're interested, you'll do what's convenient. If you're committed, you'll do whatever it takes. And, and that's something that really resonated with me. And I really felt, that was, that almost became my mantra, I feel like. Am I interested or am I committed?

And it was because I was committed to this, like, literally, there was no, there was no way out. can I tell you a little story about that actually, Janine? Tell you a sneaky story about you know, about that. because that in itself is something that, you know, will help the listeners to really get a little bit about, you know, what is it that I do.

JANINE: Please do. Please do.

CATHERINE: Yeah, great. Thanks. Well, I, I thought that some, you know, my business have been going probably about two or three years and I, I thought to myself, my gosh, is this, is this gonna get, when is this gonna get easier? I felt like I was, I was networking, I was blogging, I was putting out newsletters, I was just, I was what I call now, pushing.

I was using what, what I now term as being perspired action. And, I was getting really frustrated. And then I met someone and they offered me a contract to go into a workplace environment and to coach and mentor a group of people. but the only catch was I had to be there from nine to five, five days a week. So it was like a job.

So guess what? In a moment of madness and feeling unstable about my own current situation, I said yes. And in the process of saying yes, I sold a part of my soul, Janine. And I kept being told by the universe, get out. Get out. You know, this was a wrong move. You know, go back to what you're doing. People need you, what are you doing?

And guess what I did? I didn't listen. And I didn't listen, and I didn't listen. Until finally after six months, the company I was working for at the time, actually went into liquidation. But the universe was so serious about me moving on and to getting back to what I am doing that it literally put this company I was working for into liquidation. I mean, how much more of a sign from the universe can you have that this was my path?

So, you know, if there's a tip in there for you listeners, Janine, it's, you know, stay in question. Am I on the right path? Is this the right thing for me? Do I still love this? And if you ask yourself that question, am I still in love with my business, am I still in love with the core essence of what I'm doing, what I'm here for, then you stay the course.

Now, you're not always gonna love marketing, right, Janine? Marketing side of business is like, blah. For many of us, you know, entrepreneurs, especially mums and, you know, we're all busy enough raising our families and taking care of life, but try to fall in love your marketing as well. It's something that I did. I focused on the things that I'm really good at and I just did more of that. I found that it was a really key part and, you know, helping me to do my best.

JANINE: Yeah, and marketing is one of the things that, comes up as a huge fear for a lot of our mums. So I'm sure they'll be pleased to hear that, that one, other successful woman like you also have found marketing really challenging. But also to just reinforce, and it teach us as well, that find that part of

marketing that you love. For us, you know, we love interviewing. And now we're podcasting and we've done our summits.

CATHERINE: Being a guide.

JANINE: Yes. And I was thinking, yesterday, just how joyful it is for me to turn up to work and be talking to people like you and being able to share that with my, my community and how much fun I get out of being able to matching people with our interviews like, oh really, I can't help myself. We haven't watched the podcast yet when we're recording this, but I've been sending off here and there a few of the interviews to people I know are really going to, benefit from the person we've talked to in it. It's such a great feeling.

CATHERINE: Yes.

JANINE: If you haven't got it, please find that marketing tool that would, feels right for you.

CATHERINE: Yeah, I agree. And, you know, kudos to you for staying in your genius. And I encourage every single one of your listeners out there, stay in your genius and do the thing you love. And if you're not doing it, then ask yourself, what's stopping me? Create a deadline for it and, and just go and do it. You know, one of the things I love to do more than anything in the world, Janine, form workshops. And get in front of people, I just absolutely loved it. Like you, I also love interviewing. So this, to me, sitting down having a chat to you, is like the easiest thing in the world. Like I could do this all day long, give you tip after tip after tip, it makes back to the listener, get a keynote from it, share it. You know, my mind's already going off another tangent, like, I can blog about that or I could do a podcast interview about that. Or it'll be in my workshop that's coming up soon. I could talk about that, you know? It's, it's, this is... We, we excel, isn't it, Janine?

JANINE: Absolutely. And I can hear a voice in my head, saying to me, so that's great for you guys because, you know, you've got experience in public speaking. You enjoy presenting, you've got the confidence. What if I'm sitting out there as a mum and I'm kind of an introverted personality. Can I have some ideas for marketing that, that I will love and I'm throwing that in there left field, Catherine, but I think we should run with it. What are your tips on that?

CATHERINE: Yeah... So, there are two things that I would highly suggest that any business I know is doing. and, you know, I guess that depends on your focus, but specifically in this instance, talking about people who are, you know, wanting to run their business on a time frame. And they don't have a lot of resources at their fingertips any one moment to go and spend a whole time on their business.

And what they are gonna rely on are these two techniques. And one is networking. You must go out there and you must build relationships because they key, factor in your business is about the connections that you can make. So the more connections that you can make in business, the better your business is gonna flow, and it doesn't, these connections don't necessarily happen overnight but they do happen. Connect with your ideal clients, connect with people who are in a similar industry, connect with business leaders. But I would be suggesting that people attend at least two networking meetings a month, so find areas that interest you and go out there and do that.

And the second one is, I know this might be a little bit of part of the interviewers, but public speaking, is gonna grow your business far faster than you sitting at home on your laurels, and not getting out there. Why public speaking? Well public speaking gives you a chance to showcase your product or your services to a key group of people.

And wherever possible, and I really do put this down to being one of the key contributors to my success, Janine, is that I set an intention. And I said to myself, I wonder what speaking engagements I can get invited to so that I can get my message out there in a way that's going to reach my target audience faster?

So the key thing here, Janine, was I wonder. I wonder what speaking engagements I can get because if you can get yourself an opportunity to speak on someone else's stage, and look, this could be a, you know, this could be a Tupperware party, you know? You're going to a little team and then talk before the event starts or it could be...

I mean, one of the latest things that people still do, party play and those type of things or, you know, I'm thinking that there is a small environment. But, you know, industry events or chamber of commerce events, or, you know, getting into a group of people who are like minded and say two or three of you coming together. And putting an event of some kind but allowing yourself to speak publicly on your topic, whether 10 minutes or two hours, whatever it is, and, you know, I just think that those two key things are going to help you to build your business, in a way that it's going to be in alignment with who you are.

JANINE: Hmm. And I can, I can feel some listeners going, public speaking! and if it's your, I mean, I wonder, you know, how can you open your mind to think about, well, you know, we're not just talking about like you said, getting up in front of a huge audience...

CATHERINE: Yeah.

JANINE: ... And loving that. We're talking about starting small. And maybe also starting to explore your own mind set around public speaking. What challenges you so much, and potentially, how much personal growth you

may experience from exploring why public speaking is such a block for you? Why such a barrier?

CATHERINE: And the truth is, Janine, that if you're, if you're listeners are in love with the business, then, isn't that true then that they would, you know, literally wanna talk about this. And they can talk about it underwater. So, you know, those of you listening and, stay, stay the course. And, ask yourself this question, am I making this about me? Or am I making this about my ideal type of audience? Am I making this about my customers?

Because if you're not making it about your customers, you're making about yourself. And before what happens, you're taking it personally. And you're telling yourself all the reasons why you shouldn't go out there and speak. However, what if you shifted that on its axis and actually said to yourself, who needs to hear my message? Who can I help today? Who could my product or my service be of benefit to?

And when you shift it mentally, you know, that mind thing shift that you have, it's, it's amazing how you can then step out of your own way and into being of service to ideal clients.

JANINE: And it's... I find it quite interesting because actually I'm more comfortable speaking in front of larger groups. When I'm in genius, I think, I love facilitating this. My number one joy. But I can do public speaking and I enjoy it and I find it, you know, it gets me out of my comfort zone. What I found challenging in the past is actually those, everyday conversations. When someone asks you what you do. And I've always had that, oh, you know, are they really asking me what I do or that is it just the nicety, you know? But what I've been focusing on for the last year or two is actually taking that opportunity, to start with one person and really share what I actually do and speak with some passion. And I found that has really increased my confidence. So that's another thing perhaps that our listeners can try.

CATHERINE: It is. And for those of you who...

JANINE: Carry on, I wanna hear the rest of your thought there.

CATHERINE: Oh okay, great. So what I was gonna say in the instance was, if you really are not comfortable with answering that question, what do you do, and you find yourself going, well I, okay. So what I really... You know? If you find yourself doing that kind of thing. Stop, turn it around, and say to the person that you're talking to, oh I was about to ask you the same thing. You go first, I'm sure what you do is far more interesting.

And then they go. You know? They go for the attention and they say, oh okay, cool. Because even when all... Every time I've done this, the other person always is happy to go first. So let them talk. And then when they come to the end of telling you what they're, you know, what they're doing, or what they're, you know, out there in the world, doing, that's when you say, so, that's fixating.

And then they'll say, oh, what do you do? And you say, well actually, you know how you said before that, you know, you're in business with yourself and you're really struggling time management or you're struggling with time or you're get yourself overwhelmed. 'Coz of course, you're asking questions during the whole time. You know? Finding more about their business. You find the sweet spot where they've got a pain. And you say, actually I help people with it.

So I help people speak on stages or I help people put on seminars. Or I help people to to, you know, to air their piece out. You know? Whatever your genius is. Say that that's your thing, you know, based on what they have been saying to you as their challenge or they need help with.

JANINE: Yeah. And that's genius. I love that tip. It's just that I realized that just the other day, but not consciously, and I end up having this amazing conversation with one of the woman there that lead to a couple of really great connections. So, I love that... Two or three times this week. Just turn it around and see what happens. And it's that genuine listening and questioning, and then you find that connection and that's a really exciting feeling, isn't it?

CATHERINE: That's that. And it comes back to what we talked about before about the importance of building connections in your business.

JANINE: The other, thought, that's resonating, Catherine, is, we're gonna be covering quite a bit in the podcast about partnership marketing.

CATHERINE: Right.

JANINE: And the same thing applies. We get a lot of questions, you know, how do I approach partner? What do I say? That kind of thing. The same theory really applies. It's actually about asking them. Hearing their story, what's going on in their business? What are their goals for the year.

CATHERINE: Yes.

JANINE: And then it becomes much clearer how you can be of service to them. How you can start building the relationship.

CATHERINE: So true. So true.

JANINE: Okay. So, I'm gonna back a bit here. 'Coz, we got, we were starting off with your story. And I'm just a little bit interested in your story before you started the business, Catherine, because you're also a mum. Your children are older now, I think you have a young, a young man and a young woman? Is that right?

CATHERINE: That's right, well done, well done. My kids are, Jean is 20, and she is at University in Victoria Wellington. and my son is 17 and, yeah. I'm at that blessed stage where the kids are old enough and they're very self-sufficient and what that does is that it frees up a lot of my time.

And my kids are more like, you know, they're adults now so we can, you know, I can spend the time in my business that I need to. but I can also have quality time with them. We're, we're actually doing some awesome stuff together, it's very fun.

JANINE: And so, is that part of, with them growing up a bit and being a bit older or was it part of your initial reason that you got to focus a bit more time on yourself and that you sat down and went actually, what do I want? Is it, was it part of how the business came about?

CATHERINE: When my son was five and I remember sitting at the dining table one day and I remember saying to myself, there has got to be more to life than this. I just remember literally putting my head in my hands and just going, if this is my life, then oh my god, there has to be more that I'm here for. I was a mum, and I was in a marriage that was good enough but didn't float my boat, if that makes sense. It wasn't inspiring me anymore and nothing against him, he's a great guy and we're great friends, even still. but I knew

something had to change because there's a part of me that felt like a caged bird.

And I wasn't being valued. So, at home I didn't feel like I was being valued at home. I didn't, I wasn't being valued, in my, in the job that I had which was, our business together. and, I'm really grateful because I was in charge of the sales and marketing within this company that we had together.

And I'm really grateful that my buttons were pushed and I was literally encouraged to fly the roost. We ended our marriage, we've been together for 20 years. And so suddenly, I had to learn, I had to learn how to fly because I've never ever taken care of myself. In the age of 17 to 37, he's taken care of pretty much everything. So I literally had to learn to walk and then to run and then to fly. And, along the way, Janine, I meet some amazing people that became my champions.

And, step into what I'm doing now, but it was a mess of transition, Janine. And it wasn't easy. It wasn't easy by any means to literally change the, my entire life shifted on its axis. And suddenly I was in charge of making sure that I was bringing some income in but also satisfying my body, my mind, and my soul with doing something that I love to do.

And, you know, here's a, some advice perhaps for any mums out there who are in that stage of, you know, you're feeling a bit wobbly, you're feeling like it's gonna be more to life than this and you're feeling like, you know, you're not, you're not being valued either at home or in the workplace or, you know, to some of you, I mentioned we'll have... Your passion will be part time passion, then stay in the question again. And this is what I love to do, you know, stay in the question. I wonder what miracle awaits. I wonder what miracle awaits.

And if you can do that, then, and you stay in that place of trusting, 'coz that's exactly what I did. I trusted. I knew in my heart of hearts, Janine, that this wasn't my life. This wasn't it. There was more that I was here for. I just didn't even... I have no concept, Janine, of what it looked like. I just trusted.

And thank goodness I trusted because, my life is amazing now. And, it's not perfect by any means, no; I don't have a relationship in my life right now. I'm single. and, I have moments in my business where it's going too fast. And i'm like, woah, stop the wheels! You know? I wanna slow down, take a deep breath. And there's times its going too slowly. Yeah, and a times where, I'm backed up against the wall because I've got, either too much to do or, I've lost focus for a while or I've got to distracted by some bright, shiny objects, but I know now what to do to bring myself back from this to what's important. and keep my eye on the prize.

And that's what I do now. I ask myself, am I interested, Catherine? Or am I committed? Okay, if I'm committed, then what am I doing today to move closer to my goal?

And by doing that every day, Janine, that I kind of got to where I am. I come from a teaching background, so teacher first, then sales and marketing, then, you know, putting that all together and making sure they bring those elements into my business on a daily basis.

JANINE: Great, lots of gems in there. And you talked about trust, and what I have noticed about you, Catherine, from following you for a little while now is action as well, like that trust, that groundedness combined with action. because like you say, you're, from the very beginning, investing in yourself. And you seem to always be investing and, you know, mentors and new people so you can keep learning and growing. and you're prepared to put

that money and that time investment in so that you can get that nurturing and growth back.

CATHERINE: Absolutely. I'm always attending conferences. Industry conferences, events, I always have a mentor. and literally I surround myself with champions. And I also surround myself with people who can help me get things done. So I surround myself with what I would call as mechanics. mechanics are the people who will help implement because I just, I cannot do all of this by myself. And especially if I want to work, you know, less hours in my business or achieve more, I've got their support.

JANINE: Yeah, okay. I'd love to dig a bit deeper about how you built your team but that might be a secret thing because I've got a lots of other questions mulling in my head. But one is, show me the money, Catherine. So our mums wanna know, how are you making money from your passion for teaching, for speaking? What are your revenue streams? and this gives them ideas for how they might apply it to their own businesses. So we'd love it if you could share with us...

CATHERINE: Yeah.

JANINE: ... You know, how you generate income in your business.

CATHERINE: So, it starts like this, you put together a free offer. You drive it to, a lead page, landing page. This is my system, which you can drive people into a webinar. And then from the webinar you upsell them into something that you're currently working on. Now, my current business model means that the best thing to sell people into at a webinar is a, a strategy session. You know, check on this link, let's have a chat. And then I can find out, you know, what program is gonna be best for these, for my clients.

so the way that I'm making money now, so going through that funnel process. Bring people into my list and funneling them into a webinar and then into strategy session, I'm selling people either into a group training program, which is called Money Mindset and Marketing. It's a 10 week, online training program. I stuff people into a VIP day, where we spend an entire day on the business. Or into my high level packages.

And those are the ways, those are the three primary ways that I'm bringing money into my business. I mean, there's all, of course, you know, there's other ways that I'm bringing money in, as well. through some low level products and also some high level products.

But those are my three key focuses. My teammate training program, my VIP day, and my high level packages, which means that they work with for 12 months. because in my opinion, it takes 10 months to create lasting change in our lives. And so, I offer a 12 month coaching program to give them two months integration time, so that we can really, really, you know finish the year in a completely different way.

so those are my key funnels. and I ask myself every day, you know, what's my fastest path to catch today. And I use that as the driving force to making sure I get money into my business.

JANINE: Great, and thank you for sharing that. and so, we talked a little bit already about the ups and downs of being in business. And I really wanted to hear your views on the outer persistence. And, how our mums can get through those downs and lows. What are some of the mindset tools, maybe share a couple of tips that they can take away. I think we've done a great job, of normalizing that everybody has these moments. But if you're a mum sitting

out there and you're in the middle of one, or you know, and that moment can sometimes stretch on for a few days or a few weeks, you know? How can you lift yourself out of that? What can you do to develop that mindset of I'm going to keep sticking this until I succeed?

CATHERINE: Yeah. Well I think that, it's a really great question because I think that persistence is a choice. So, you know, I want all of your listeners, let's now take a deep breath with me, and realize actually, yes. It's gonna be okay, but you need to, choose a path and stick to it and persist through. And, I see a lot of, women out there who finds this, that sticking to one thing and, and persisting at it because they get through. And so, the great news is, is that, you know, you get to make a different choice every day when you wake up, in your business.

And, one of the ways I think that, you know, I found that, the out of persistence really, really happens is that, first of all, if you are not persisting in your business, then the first thing is to make the decision that you're not gonna tolerate it. You're not gonna tolerate the stuff that's not working. You're not gonna tolerate overwhelm. You're not gonna tolerate fear. You're not gonna tolerate all the things that derail you from being in your business.

And, and I believe every act of change that happens in your business starts with a decision that you want a different experience. And so, first of all, make that decision. secondly, figure out what it's gonna take for you to persist. And, and that's what I did. I knew that for me to persist, I knew I needed champions around me. I knew I needed to belong to a mastermind group. I knew that I needed to be part of tribe. And I knew that I needed to set some really good boundaries. also that I, that I needed to know what to do when my head would end to a tail spin and it did start to send me to a place of fear. And, and I got really, real with, with owning, when fear did arise. Like who's fear is this, anyway? What was this really about.

And I say to myself, so if I was really serious about, you know, making this business work, and believing that it was my destiny to make a difference in people's lives, then what would I need to let go of? And of course the number one thing is fear. and, and, like, boundaries and overwhelm. So, and then telling myself a different story that absolutely works wonders.

in regards to persisting too, it's about releasing other people's agendas, Janine. And, firing your inner perfectionist. You know, just like, you know, it's not necessarily about other people's journey, this is your journey. And if you wanna persist at this, and you've done the homework, you know that this is a feasible venture, right, so you know that this is something that is, is like, you know, you know that money can be made from this. You're not digging your head in the sand again.

With persistence, you've got to focus on completion, not perfection. And, and then what I did was follow a cheat list, if you like. and really got myself pretty clear on a daily basis what is it gonna take for me to persist in my business today. And, and I find that when I follow a cheat list, things just magically get done, Janine. And makes a massive, massive difference in my business. That's really, these are the things I think that really help me to persist. And, you know, hopefully some good tips for your listeners to.

JANINE: Yeah, I think that they would be. And part of it isn't it finding what works for you. Like, we are all individuals and what motivates and drives us can look slightly different. But there's some definitely great ideas in there. I found one that's really useful as well. if you're not part of a mastermind yet, and you're looking for inspiration, podcast, great. I go out for an evening walk and I just come back, if I listen to a few podcasts, and I just feel inspired...

CATHERINE: Yeah, it's great.

JANINE: ... And if I've been feeling a bit lowered down, it gives me a real pick up the bum to go and listen to these other women out there that are doing it. You know?

CATHERINE: Right.

JANINE: It just makes it seem like, that is the norm, you know? mums can succeed in business. mums are succeeding in business...

CATHERINE: That's right, yeah.

JANINE: And you can, too. And also, it's a great time to just let people know about your podcast, Catherine. What is your podcast?

CATHERINE: My podcast, is called Positive Potential.

JANINE: Right.

CATHERINE: And, my claim to fame around it is that it recently went to number one on new and noteworthy in the business and education and society section. So, I'm really, really excited about that. Really...

JANINE: Congratulations!

CATHERINE: Thank you.

JANINE: It's really exciting.

CATHERINE: Yeah.

JANINE: Great.

CATHERINE: So you can find me in iTunes and Stitcher. And I would like to invite your, listeners to subscribe. what I do is I put people on hot seats, Janine. And I actually, hot seat them out of their business challenges. And so, every week there is a different person on the hot seat. And we literally take the business challenge, pick apart and put it back together again.

JANINE: Great. Yeah, I'm sure some of our listeners would love to go and have a listen. that's cool. And so, we're just about out of time, Catherine. It's been a great conversation. Thank you so much for all that knowledge and the gems that, you have shared with us so far.

But I just like to close off with that question, around, you know, this crazy idea that none of us would be working 20 hours, more than 20 hours a week. and so, what would you do in your business to rejig it if you did have to work, just less than 20 hours a week? And where are you at with this new business?

CATHERINE: So, if I was just solely focusing on working 20 hours a week, then what I would be doing is I'd be building a group training program.

You know, it doesn't matter, you know, what is your edge. You've got an expertise that you can get out there and teach people with. put your expertise and some kind of an online group training program like for example, my team week, mindset, Money Mindset and Marketing training.

And, you know, you can tailor your expertise and you can actually get it out there, selling it to more people while delivering it at once. And, record that and leverage that and then sell it. And that will help you to bring in the income. it will help you to hone your expertise as well. And, it's a really successful thing for you to be doing. And it's what helps me to get to six figures and beyond in my business by running a number of these online training programs. It's really powerful and you build up a system, Janine, so that you know, you write the emails and you read kept emails once. You deliver the training, you know, you write the worksheets once. Personally, I like delivering the trainings live. but I also have them recorded so I can sell them, the recordings as well.

it's got me rich, Janine. The more you can leverage your time, the bigger it gets. You could also go ahead and do some high level coaching packages. For those of you who are in the service based industry, and you can coach other people to do what you do, my highest revenues are around that. As that, that works pretty well if you like, i we can one on one with people in helping them take accountability and responsibility, it's not as leveraged, so if you wanna go on a holiday or your children are sick, or what have you, it's not as, easy for you to maneuver 'coz you're dealing with someone who's, who's relying on you to show up every time.

So it depends on your natural, flow for what feels right for you. But Janine, you know, online trainings are by far the easiest way to leverage your time and your, your ability to get out there.

JANINE: Yeah, and for those listeners, who are interested in exploring that at a bit of a deeper level, I've already mentioned we did do an earlier interview with Catherine around packaging your products and services. So we're happy to share that again, as part of this podcast. If you head over to the show notes, so you can explore that a bit more. I also like to ask, Catherine, 'coz we had a bit of it, we started an interesting conversation about this before we went live for the recording of the podcast. It's just this idea about building a profitable business part time. Is it possible? and I'd love to just share your perspective a bit more about that. I mean, you're running a six figure business, you know, right now. Would you say it's possible to run a six figure business on less than 20 hours a week?

CATHERINE: Do you want a real answer or the real answer?

JANINE: Yeah, yeah, I do. Yeah, I do.

CATHERINE: you know what? I think that, the only way you can run a six figure business on 20 hours week is if you have some really amazing systems in place. And you have a really tight team behind you. So, we started to have this conversation before, and yeah, I don't think it's actually possible. And I might be stepping on a few toes here, but I'm just gonna say it how it is. I don't actually think to go to six figure business by yourself on 20 hours a week.

I think that most people I see who are in business for themselves are working between 40 and 60 hours a week running their six figure business. And it's not until I get hold of them and say, you know, and how them how to actually, bring on a team and get yourself out of overwhelm, yeah. So, just realistically, you know, build a team as fast as you can. mums, the

faster you can build a team, the more you... The least hours you can work. But in the meantime, I get, I get it that you're having to do the hard yard yourself. So if you're gonna want to get a team, find yourself an intern if you, if money is a challenge.

Find yourself a four dollar an hour assistant from the Philippines who can help you do some of these basic word document stuff or transcribing or, you know, website building and what have you. find a way that you will, you know, you can operate a business on least hours.

But, but just know that the honest truth is is that if you choose to do it by yourself, it's gonna be more like 40 hours, 50 hours a week. And let's face it, you don't have time for that. So, choose your path to, success and get support. surround yourself with champions and, and then enjoy the ride. as much as you possibly can, stay in that power love for your business. And, your end of the rainbow will come.

Janine, if I can just share with your listeners, what this does, you know? You surround yourself with the right team. Get the right processes in place and stay in your genius as I have been saying through the whole talk today. And, when falls happen in your business, Janine, I just found out that I was a finalist in the Global Impact Awards.

the IMS Global Impact Award. And so I'm off to Bali for 30 days being mentored by some of the world's top mentors in the most idyllic setting with natural whole foods being served to me daily. exercise program happening daily. literally, meditation and mentoring and co-working and sharing a beautiful space.

This would never have happened if I hadn't have stayed in my genius and I hadn't believed in the genius. I hadn't trusted that everything I was doing each day was gonna lead up to something that was gonna be my, you know, my winning ticket, so to speak. And I, and I'm still, you know, on cloud nine

about it. It hasn't really sunk in yet that I've actually won my scholarship for this trip, how did I get this? I built connections. I built credibility. And I built visibility as much as I possibly could...

JANINE: That's amazing!

CATHERINE: ... In my business. And it's possible, I can do it. I'm just a girl, a girl from a small town in Tauranga who came from nothing, literally. No, you know, no financial backing behind me. I just did what I did because I loved it.

And I mixed with the right people and I said to myself, we're champions. So that's how you get to where you wanna go. and that's how you get it done mums.

JANINE: That's very inspiring. Thanks, Catherine, and I'd love to be jumping in your suitcase for that trip. That sounds incredible. I look forward to following it, on social media...

CATHERINE: Yeah.

JANINE: And probably by your website. So you're over at catherinenewton.com, isn't it?

CATHERINE: That's right, indeed, yes. Indeed.

JANINE: Yep. So if you wanna learn more about Catherine, head over to catherinenewton.com or check out her, ahh podcast, Positively Present. And everything will be in the show notes and we'll see you over there. Thank you so much...

CATHERINE: Awesome.

JANINE: ... Thank you so much, Catherine. And it's been an absolute pleasure, as usual.

CATHERINE: Absolutely. Thanks so much, Janine. Bye bye.