



Episode 60: BUILDING A BUSINESS

This is the *Become an Unstoppable Woman* podcast with Lindsay Preston Episode 60, Building a Business.

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Welcome to the *Become an Unstoppable Woman* podcast, the show for goal-getting, fear-facing women for kicking ass by creating change. I'm your host, Lindsay Preston. I'm a wife, mom of two, and a multi-certified life coach to women all over the world. I've lived through enough in life to know that easier doesn't always equate to better. We can't fear the fire, we must learn to become it. On this show, I'll teach you how to do just that. Join me as I challenge you to become even more of the strong, resilient, and powerful woman you were meant to be. Let's do this.

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Hey there, Miss Unstoppable. Thank you for tuning in to this week's episode. This week's episode is for you if you are somebody who is considered starting a business or maybe you've started one and you just want a little more insight about what's in store for you as you have this business. Today I'm interviewing business coach for women, Kimberly Brock. Kimberly and I actually met at the end of 2019. Not sure how we met, we met somewhere online, and we just gravitated toward each other.

Kimberly is such a go-getter. She has a positive energy. She's also a Texas girl like I am. Maybe that has something to do with it, but we just connected really well. I love her energy. I was actually on her podcast called *She's Just Getting Started*. I was actually one of her very first episodes, I was her first interview guest and we talked all about the CliftonStrengths, which many of you know I'm a huge fan of that assessment.

We were talking about how you can use your strengths to build a business that's authentic to you. I think that's a huge piece when you're building a business is to know who you are so you are ensuring you are building a business that is right for you. Many coaches out there they just give you these formulas and these systems that have worked for them, which is great, but what happened to me, what happens to other people as you start building that thinking, "Okay, this is the formula to success."



Really, it was a formula for their strengths and what they wanted with their values and their passions, and so it ends up falling flat, at least did for me and for many of my colleagues. Kimberly, I love because she understands that, and she also had a business outside the online world or really outside the online coaching world is what I mean in there. She had a boutique business, and she'll tell you all about it in the interview. She had that for many years. She's had some other businesses in there and has a corporate background.

She just knows herself when it comes to building a business beyond just this coaching world that I tend to be in, and I tend to have clients who want to be in this world. This episode is for anybody who wants to build any kind of business, but specifically something online. Maybe you have a storefront business, but then maybe an also an online business too, because that's really Kimberly's zone of genius.

In this interview, we're talking about the good, the bad, the ugly of starting a business, or going into really some honest conversations here about things that can be hard. A lot of people like to just paint this picture that it's all rainbows and butterflies, and it is not, it is hard, especially the first few years, you're not getting a ton of results yet. You're usually not making any money. I'm just at a point in my business now six years then where I'm starting to make a really good income. Now granted, I had some bumps along the way where I pulled out of the business here and there.

I really think had I gone all in and probably had a strong business coaching or would have been a two-year process which is pretty average. That's again why I wanted to bring Kimberly on because I wish I would have had somebody like her in my journey to really guide me, mentor me, and just keep me focused on where she knew or where I knew I wanted to go but she could guide me in that way with her mentorship.

Kimberly will tell you all about her background and the interview. One quick fact I do want to tell you about her, I don't remember all five of her top strengths and I was searching through my email. She told me once verbally what they are but I do remember she has maximizer and arranger, which is so perfect for her role. If you're a CliftonStrengths person, you totally get it. I remember on the interview I had with her and we actually link that interview in the show notes too if you want to go listen.

I gave her a little strengths reading in the interview about how her strengths work together and how they uniquely make her. If you've never experienced the fun of having your top five strengths looked at in a way by me or by somebody else, I don't know anybody else who really does that, but it's so fun. Anyways, that's a little bit about



Kimberly. I hope you love this interview. She is so much fun to listen to. You're in for a treat my friend. Here she is.

Kimberly, I'm so stoked to have you on the Unstoppable Woman Podcast. I told listeners all about you and how we met and how you impressed me and even all your strengths and why you're meant to do what you do, but tell them from your mouth, your background and how you got business-wise to be where you are today.

Kimberly Brock: Yes, Lindsay, thank you so much for having me today. I started in corporate technology sales out of college. I'm from Austin, Texas, and worked at Dell computers for a long time and loved it. There came a point that I decided I wanted to start my own business. A friend and I started our first business together in Austin, Texas, doing what you would now call pop up shows.

We would have different shows around Austin, Texas presenting physical products that we sold. It was all kinds of home accessories and decor and kids items and all of that. We would just randomly have shows at hotels or people's houses in the hotel lobby for real and people's houses and we would put out all of our products and sell it. We gained a loyal following through that in Austin. It was so much fun. Then eventually, I moved to Houston and started my first online business.

What I did was take that core business that we had with all the home accessories, which was called In This Very Room. I took it online and created an online boutique in 2003 that I ran for 16 years. It was a total blast. It evolved over the years. It turned from home accessories into all types of monogrammed and personalized gifts. You probably know all of that has become so popular years ago where everyone wanted monogrammed towels and monogrammed bags and cute backpacks for kids that were monogram.

I was really in a good spot during that time. Not many people were selling that online. I had FrontPage, Google search results, which was awesome, and it carried me for many, many years. It was awesome. I ran it out of my home, and I actually started a second online store that was birthed out of In This Very Room.

I opened another business called kidsarefanstoo.com, which is all kinds of kids and baby fan gear. College-themed fan gears like Texas Longhorns, Florida Gators, whatever the team, it'd be like a baby onesy and sippy cups, and pacifiers and all that. Now, mind you, I didn't make any of this. It was all products that were resold. Basically, I was a store that you would go to, except I was online.



It was so much fun for so many years, but eventually, I got to the point where it had changed, and I didn't know if the current selling environment with Amazon and everything else going on, if I really wanted to keep doing that, or if I wanted to start something new. I eventually closed those two businesses and decided I felt called to help other women build businesses for themselves as well.

That's what I do now. That's what's brought me here. It's all my years of experience selling online, and all my knowledge and all the reality of what it takes to run your own business yourself and be in charge of that and know that you are also serving people. That's what I've done to this business. Now I help people move forward with their businesses, whether they're just trying to gather a business idea, or actually start their business or build their business and get to that next milestone.

That's what I do now. I have a podcast and it's so much fun. No, I'm not the end-all-be-all business coach, but I'm definitely someone who's had personal experience, and I've had lots of success over the years. I had to multi six-figure businesses for 16 years. No, I wasn't flying on private jets. No, I wasn't staying at some Dubai fancy hotel, but I was living my dream. I was getting to stay home with my three children, work on my terms, make a difference in this world and build something special for myself.

I have the real version of what it's like to start and build your own businesses and be able to make impact that I was created to make. That's what got me here.

Lindsay: Now you can help everybody else do the same.

Kimberly: Yes. It's so much fun because it can be hard. Let's face it. Building your own business, and you know, Lindsay, I know you have a business, although you serve a way higher purpose of helping people, make a difference in their lives, you're building a business too. We all know it can be hard, and it can feel lonely. That's what I wanted to do is come in and say, "I get it. I've been there. Let's do this together and move forward with your business."

Lindsay: Then let's talk about the good, bad, and ugly.

Kimberly: Let's do that. [chuckles]

Lindsay: Let's talk about the good first because some of it is like the flexibility. For a lot of people, they're going to this higher calling, this higher purpose. Tell me some more benefits that you see.



Kimberly: Well, I love that-- A lot of women say that they want to start a business because they want to make money. That's the obvious thing at the beginning is you're like, "I want to make money, but I want to do something that I actually enjoy and love." We take it a step further, and we say, "Now I get to actually have a career that I enjoy, and I love." Then you go beyond that, and you say, "It's something that I want to do, that I can create impact with, that I can make a difference in, that I can change people's lives."

When I say change people's lives, not everyone is doing what you're doing, Lindsay, which is really deep work. Some people like me, we're just selling monogrammed gifts. It was fulfilling because I would be there at that moment when people wanted to buy something special for their friends or their family or their own child, and they wanted it to be special and have that just good feeling when you buy something cute that maybe you spend a little extra money on and you're excited about.

To be able to let people be proud of the gifts that they give. For me, that was fun. I loved that and I loved the products. No, I wasn't like you doing the deep work. You can make a difference whether it be in small or big way. I think those are the big benefits. Then you get to live life the way you want to live it. You can build your business on the side like as you hear the buzzword, the side hustle, some people do that, or they just work a few hours a week, or they turn it into a full-time career, like I did, and even open a second business because they know what they're doing.

You learn the formula and you can expand. It's really anything and also, too, and I have to say this. Before I started this business right here helping other women with their businesses, I hit a low point because I was feeling really down on myself. I knew I wanted a new career and I thought, "Well, I could start a new business, but I don't know what business to start. I could go back to corporate technology and sales."

I got really down on myself. Then when I really dug deep and said, "What do I want to be doing? How do I want to be influencing other's lives?" That's when opportunities came to me. It wasn't just about the money, it was actually doing something that I loved and can make an impact with. That's important. How do I say it? Just some of the benefits that you get to create something special and also make a difference.

Lindsay: Like you said, you build the skill set of I've mastered this once, let me do it again.

Kimberly: Right. You can do that and it's easy to duplicate. If you have some kind of Etsy store or you have some other- maybe you teach piano lessons, but now you know how to duplicate that and say, "Well, now I can offer guitar lessons and I can start a difference. Or,



I can help people build their own band" There's all sorts of creative things you can do with your skill set. That's where I was before I started this business. Sometimes you're reaching going, "Well, I don't really know what skills I have." Because that's what happened to me. I sat there and what skills do I have. Then I looked in the mirror, and went, "Duh, you've been running your own businesses, you have that skill set, you know how to do that." People don't realize the knowledge and the expertise that they already have, that they've already built up over all these years, whether you've been a stay-at-home mom, and you haven't even had a job, or maybe you don't realize the skills that you have.

It does take some work within yourself to really draw that out so you can find the perfect business for you and the perfect business model that fits your life right now because what may work today for you will look different in 10 years. If you have kids, now, they go off to college, you can change your business model. You can do a different, you can open a physical store because now it doesn't matter if you're gone all day or just things like that. That's what saying you can fit it around your life.

Lindsay: Wow. Well, the other thing I love about having a business is you're in control a little bit more of how much money you make. Once you realize how money is made and then you know how to go make it, so many possibilities versus in the corporate world you'd be like, "Wow, I really hope we get that 3% raise this year, fingers crossed."

Kimberly: It's so true. You're taking it into your own hands and what you put into it is what you get out of it. What I mean by putting into it is not necessarily time, it's putting in smart moves and being strategic about how you run your business. You get to set the hours, you get to set the time, but being strategic, like you said, and creating different business models that allow you to have the income that you need. That may be that your desire if you have goals for certain income that you want to make.

Lindsay: That's the good stuff, which is good. What about the bad?

Kimberly: Well, it can be really hard to manage your time. If you have kids, for example, or you have another job, trying to figure out how you're going to fit this in-- I was just talking to someone who had messaged me about how in the world she goes from her corporate job into starting her own business, and she's exhausted, she has toddlers. I said, "It's going to be hard, I'm not going to lie. Some things going to have to get either during the week, you have to get up earlier, or on the weekends, you're going to have to work if you have a full-time job, and there's no way you can get out of that."



That's the bad is that it's going to take some time. Does it have to take over your life? No, but it will eat up some extra time. The bad is that sometimes things just don't work out. You launch a product or you launch a service, and you think because you build it, they will come. They don't always come. You have to market your business. You have to be creative about how you do that. I think the bad about it is sometimes people are too risky with their investments. It can be really scary.

For example, before I started this business, I came literally inches from opening my own facial spa. I've talked about it before on my podcast. I went through all of the research. I had a consultant that had walked me through all the costs involved. I got super scared, and it felt super risky. It was going cost like a half a million dollars to open up this facial spa. I kept going over to the area that we were looking at putting it and I wasn't seeing the right foot traffic.

I wasn't just seeing the clientele that I thought would support this type of business. In my gut, I knew it was risky. Thank you, Lord, that I didn't do it because that was a year and a half ago, before COVID and all this. If COVID had hit my business, it would have been done, I'm telling you right now. You would have been in the building stage which takes two years to build that kind of business. It would have been really bad for my feelings.

That's what you have to watch out for what are you able to risk. I didn't feel I was able to risk that. Other people I know are just fine risking that. They're okay, they can do that, but I couldn't. I think that's what's hard is that you can risk a lot of money, you can buy too much inventory. I've actually made that mistake myself in my online businesses, too much money into certain products that didn't sell and ended up with a ton of inventory. That's the bad, that can happen.

Again, you have to be smart. You have to do your research, you have to talk to other people, and utilize some type of mentor or coach like myself to help guide you so you don't make those type of mistakes because they can be big ones. I'm trying to think what else is bad about it.

Lindsay: I can throw in a couple of things. [chuckles]

Kimberly: Do it, throw them in.

Lindsay: It's not bad. It's just things you have to work through. Especially in my space in helping other coaches potentially when I'm coaching clients, it's visibility and getting visible and putting yourself out there.



Kimberly: That's hard.

Lindsay: Because especially if you're selling yourself, in essence, it's one thing if you're saying, "Oh, look at my new shop." If you're selling yourself, there's a whole other aspect. Even if you're selling just a product, you're still putting yourself out there. I'm standing behind this, and you might be ready for people who don't get it or don't support it or whatever. That's what I'd say is one of my biggest things I've had to overcome.

I think two is just getting out of the mindset that most of us are taught of which is what they call the employee mindset or the worker mindset or time for dollars mentality, and being told what to do and holding yourself accountable. [crosstalk] a lot of struggle for other people or two, just not seeing your results quite yet. Then when that messing with your beliefs and then you've back out, then you're back in. Getting that coaching, it's a lot of mindset. Once you get the mindset, oh my gosh, you're pretty good.

Kimberly: You're so right on that. It's hard. You have to realize too when you start a business, you're not necessarily profitable right away. It takes stages of product creation, and then product testing, making sure people are loving it and tweaking it. Then a whole marketing stage of how you're going to get this word out there and then maybe again, tweaking your offerings yet again. You're right. It's hard at the beginning.

There's not a steady income necessarily. It can be, but not necessarily. That can be hard because if your family is depending on income right away, don't because it takes-- Don't. Keep your other job.

I would never tell anyone, quit your job right now and just start this. No, let's ease into it. Let's figure out what we can do now with the time that you have, and then build it to a spot where you could quit your job. Then now you've already got this proven product or service or offering that you can make money on and have a dependable income.

Lindsay: What I hear in there is patience. It takes a lot of [crosstalk] Yes, like you said, the tweaking and going back to it and staying devoted to it. When you see a lot of people around you, it's like, hey, you want to go to the bar or you want to go out and you're working on the weekends or in the evening, you're tired and a lot of people don't get that. Just having the vision and staying committed to the vision, I think has been a hard one [crosstalk]

Kimberly: I think if you feel like you're really on a mission to do something, whatever that mission is, when you wholeheartedly believe in it, you will keep going. It's not a question



of, okay, I'm going to quit tomorrow. I think that people who quit are people who are just in a business to have a business, to say that they have a business. I think that's a big mistake. You have to, and I tell everyone this, you have to know yourself first.

What's awesome is the people that you're working with, who may be considering starting a business, are getting to know themselves much better and get rid of the junk as you say that they have in their life so that they can go into something wholeheartedly and in their best, what do you call it? Their best mode.

Lindsay: Right. [crosstalk] Their most authentic self.

Kimberly: Yes, that's what it is. You have to know yourself first as a business owner, as a human being, you need to know yourself, but as a business owner, you must. Then I think another thing people do wrong is they don't understand the different business models that they could use for themselves. Some people may say my dream is to have a store. I want a store. I want a store, but that doesn't necessarily fit into their life and so they go and open a store. They risk all this money.

Now they've got to hire people because they're doing other things with their family and raising kids and this isn't what they thought. You really have to come up with the business model that works for you. When I say business model, that's just a fancy term for how are you going to sell your services? Are you going to do it online? Are you going to do it through an Instagram page and sell your stuff to get it going or an Etsy page? Or are you going to go to people's homes and offer a service? Are you going to have virtual workshops? Are you going to work one-on-one? What is the way? What is the method that you were going to go about it?

A lot of people don't really take the time to work through that, let their creative juices flow and think about all the options and then pick one that fits their lifestyle right now. That's a mistake. Then I think the other mistake is that people don't research and validate their idea. They just assume I'm going to make these cute baby hats, and maybe people don't really want those baby hats. That's a bad example, but do you know what I'm saying? It has to be something that's in demand that people want and research it and talk to other people.

If it's going to be at a physical location, are they looking to see that that is the right location? Like I said, the example with the facial spa. Did you actually go over to that location and verify that the people in that area are actually the type that would fit your



target market that would want your product or service? You have to make sure in their simple ways you can go about it. This is not some long drawn-out process.

This is a process that you must go through. You can feel confident that you are in the right direction for you personally, and that you know that it's going to work and that you are comfortable with. You don't have to do what everyone else is doing. You get to do your own thing now, which is awesome.

Lindsay: That's great tips. I wish I would have had that.

Kimberly: I know. A lot of people say that. They tell me that they're like, "You know what? I've realized after going through your stuff, but I didn't really validate my idea." Again, it doesn't take that much work. It's just knowing the right things to do and questions to ask and ways to research so you can know, okay, this is good. This is a good idea and I should move forward.

Lindsay: Totally. Even with the bad, Kimberly, what'd you say the good still worth it? [crosstalk]

Kimberly: Oh my. I'm one of those people that I beam when I talk about having my own business, not because as I said, I'm flying on private jets and I'm on a beach every week, I'm not. The reality is I get to work out of my home. I get to work out when I want. I get to go to Bible study when I want. I get to hang out with my husband when I want. Do stuff with my kids. I'm building the business the way that it's comfortable to me. I get sad when people say, "Well, my business isn't making this much money." Or, "It's not this business."

It doesn't have to. It should fit what your goals are. If you want to make a thousand a month, you can do it and be proud of that and be excited because that's all you needed. You just wanted to be able to sell these awesome monogrammed gifts that you made. That's all you want to do. Are you just wanting to offer piano lessons at people's homes and help them develop a life skill?

It doesn't have to be this multimillion dollar business, or it can be. You just take the right steps to get there, but I want people to be proud of what they've created and that they've been able to create it on their terms and not just keep comparing themselves to other business owners because your business gets to be what you want it to be.

Lindsay: I totally agree. It's so hard not to get our ego wrapped in that though.



Kimberly: It is and you see it on Instagram. I joke about the private jet stuff all the time because I cringe when I see that. Because I go, "That's not my motivation for having this business." My motivation is to create something on my own, to make money doing what I love, and create the impact I was meant to be making. That's why I'm doing it. When I see people at the private jet and flaunting that and doing that, I'm like, "That's awesome that they built that business."

High five, you did it, but I just sit there and go, "That's not the reason I did this." I don't want to be showing that. I would rather be like, "Look, I was able to help these four people get their business going to me. That is so much more rewarding than some of these other things you see." Like you said, it's an ego thing so you just have to put blinders on and just look at Instagram or look at other business owners or talk to business owners in a way that helps you glean insights from them but doesn't cause you to feel jealousy or less than because of it.

Lindsay: Well, it's so hard because that's what we're shown. You were saying, that's the dream of success. Private jets and all that, like you said, putting the blinders on and being like, "Wait a second. What were my reasons again?" [crosstalk]

Kimberly: Exactly.

Lindsay: I realize this, Kimberly, so we're recording this on Wednesday. On Monday, I was just taking in. I was observing my whole day. I don't even know why I did this, but I woke up, I got my daughter to school and I was just going through my day. Then I realize, okay, how much new business did I close at the end of the day? I think it was something like 5k. I was like, okay, I just walk through my day. I basically hung out with my son all day, like hung out with my daughter and I made 5k. Soak that in Lindsay. Like you were living the freaking dream that wanted years ago.

Kimberly: You are. Think what it's taken you to get there. This was not overnight. This was you taking a strategic path to get to where you are and you took the tweaking. It took the blood, sweat, and tears. It took the mentoring. You always say, you have a coach. You have people mentoring you and helping you. I think that's part of it. That it's not overnight. When you do get there, sometimes we fail to realize the milestones that we've hit. That was good that you recognize that. You said, "Oh my gosh, I'm doing this. I've built this." How rewarding is that? That has to be the best feeling. I love that.

Lindsay: Totally. It goes back to one of the other benefits too is like you always have your foot on the pedal. In a corporate job, sometimes you don't, you're limited. With my



business, for a year or so, I was bringing in 5k a month revenue and I was totally happy with that. Then a few months ago, I was like, "You know what? I'm ready to increase up a little bit." I could immediately just start amping it up. Then I can put my foot on the brake a little and be like, "Well, Christmas is coming up. December I'm going to hold off and so I get to always just live in my values, my priorities."

Kimberly: I love that. I love hearing you say that. This thing makes me so happy because I think that's what a lot of women are searching for just to be able to have that ability. When you need to pull in more income, something is going on in your life or you need to for your savings or whatever, you can do that. You can put more work into it because now if, once you build an audience, once you built what some called fan base, once you build people around you that believe what you believe, you can put your foot to the pedal and you can start up new business and you can do new things to help them, which in turn, will bring you more income.

Lindsay: It's really just the building phase, I think that's the hardest.

Kimberly: It is, and marketing. Marketing is tough because there's so many ways and it changes so fast. It changes so fast. Social media and everything else that we should be doing, it's hard. Building and marketing is tough. You need people around you to help you, but you can't just go at it alone or you're going to just bang your head against the wall because there's so much information out there online because that's what we do. What do we do? We go online, we start researching, and yes, it works.

Yes, you can find out stuff, but it's good to find a few people that you follow and stick with their methodology, if you like it and they align with your values, and you appreciate whatever their success is. You follow them so that you have a consistent path and a consistent message, versus pulling from every guru, mentor person that you hear or see online. I usually tell people that, "Stick with less than a handful and just go with those. Just keep pounding it in your head, so you learn and you grow and you take steps and move forward."

Lindsay: If I think back to my journey, Kimberly, the times when I had a business coach or mentor, those are the times that I really grew. Then there were times I'm like, "I think I'm good on my own." Then I started to flounder a little bit. That's why I love what you do. I wish I would have few years ago. Now, we're at this point where, I've told you with my clients a lot, dig and clear out all the crap that's holding them back. Really, figure out who they are in a really deep level. For some of them it's like, "Wow, I'm starting to think I



might want to own a business." Then you come in and it's like, "Okay, well here's Kimberly."

Kimberly: I appreciate that.

Lindsay: Let's talk about that, Kimberly, what does that look like?

Kimberly: Basically, I am trying to help people move forward with their business. That could mean, someone right now if you're listening and it's you, that you've been thinking, "I want to start my own business, but I'm not really sure what type of business I should start." I actually have a discovery process for you that you could work through on your own, or you can in tandem hire me to walk you through it personally.

A lot of people are able to just work through it on their own. I actually just created a new workshop to help those people like you who are in ground zero. I didn't go into this thinking in my mind, "Oh, I'm going to help people figure out what type of business they should start." I came into this because I thought, "Oh, I'm going to help them. They're starting their business. We're going to move forward."

I realized there are a group of you that are stuck trying to nail your idea and know how to research and validate it, to create a new workshop to do that. Then I'll be creating more programs coming up soon that help take you down that path so you can get to your first thousand a month and your first 5k month and, and move forward like that. I do offer strategy sessions as well, but I have to tell you, I've got a lot of free resources. For any of you out there that are looking to start your business and you just want to get more information, I have some free resources, 16 steps to get your business started. I've got a free just checklist for that.

I know a lot of you are deep thinkers and really are looking into starting a business because you want to work toward that higher purpose, that higher calling, and actually have a little mini guide that helps you discover your true business purpose. That's something you can work through that might help you get in the right direction to figuring out your business and all that. That's really what I'm doing. Through the podcast and through the free tools, people can glean a lot of insights and learn things so that they can move forward. Then if you need, if you find yourself needing more personal help, I'm always available to do that.

Lindsay: Tell them about the podcast.



Kimberly: I have a podcast called *She's Just Getting Started*. Lindsay, in fact, was my first guest interview.

Lindsay: Oh my God, I forgot about that.

Kimberly: Oh my God. I tried to listen the other day. I was like, "I don't know if I can listen to myself in those first episodes." You were so kind and so gracious and came on. I had found you somewhere. I don't know if it's in a Facebook group or whatever. I was like, "Oh, she sounds perfect." Just exactly, because you were talking about purpose and people bettering themselves. I was like, "This is who I want to align myself with. It's people like Lindsay."

I had you on the show and it was awesome talking about your strengths and my strengths. I thought that episode was so much fun. In fact, the information that you gave through the podcast and the information that I've learned about you. I actually gave you a shout out in that new workshop that I created. I just had to tell you that because I was talking about the *StrengthsFinder* book, which is now called, is it CliftonStrengths?

Lindsay: CliftonStrengths, yes.

Kimberly: CliftonStrengths, which I love it. I had the little book and I was showing it and I gave a shout out to you. I was like, "She was my first podcast guests, but she is a life coach. This is important to people's lives, is understanding their strengths." That was the fun fact, is that you were one of my first episodes and my first interview episode. Every Thursday, I drop new episodes and I'm sure, Lindsay, can probably put the link below if you just want to get some business tips and motivation to light a fire under you so you can get moving forward with your business.

Lindsay: Wow. We'll put all those links in the show notes. Kimberly, what if somebody is like, "Okay, I know where I want to go. I know I want to start my business and I want to get the ball moving as fast as possible." Is that working with you one-on-one?

Kimberly: Yes, I actually offer one-on-one. I call them power hour strategy sessions. You can do one hour with me and we can get you rolling. I am a no-fluff kind of person. I know I laugh a lot and joke, but really in these sessions it's down to business. I try to make them as efficient as possible. You can come in and we can work through an outline of the things that you need to be doing. You can have an action plan and you can move forward.



If you need more sessions with me, of course, people can always book those. It's not something right now that I have a lock-in for any amount of time, or anything like that. It's just, when you need me, call me, I'm ready to help you move forward.

Lindsay: Awesome. More exciting. Again, I wish I would have had this years ago. Oh my goodness. You just go online and you're like, "Okay, where do I go from here? I know what I want to do, but do I start with Facebook or LinkedIn?"

Kimberly: I know, it's hard. I know just cyphering all of that, it's confusing. It's overwhelming. It's information overload. You can get tagged in so many directions when you're trying to start. It's important you just focus. First, just start with your why, as you always hear, why you're doing this. Then the skills that you have and the expertise and knowledge that you have, and you couple those together to find that intersection of your strengths and your skills, and also it's your passions. Then you move forward and go, "Let's validate this idea and make sure it's a good one that's going to work." Before you put money into it, before you put time into it and your reputation into it, you want to start on the right foot and then you can move forward.

It's super exciting and it's not as hard as people think. I hear a lot of people say, "I'm scared to start a business because I'm afraid I'm going to fail or I'm going to lose money." I get it. Those are totally valid. It's scary to me. When I was figuring out what business I wanted to start next, same thing. That's why we take the proper steps to set the foundation, to do the things that you are having them do because everything you're having them do is understand themselves better and know how to move forward with their life.

Once you know that, then you start getting into the nitty-gritty of business models and what you can do. It's just so exciting because you too can make a difference in this world. I'm telling you, you've got something special that the world needs that you can offer through a business of your own, where it's not in a self-serving, narcissistic way. It's in service of others that allows you to have a career that you love. That's really what it is.

Lindsay: Totally. If I were to look back at Lindsay five years ago, Kimberly, I guess six years at this point, I just thought, "Oh, I just want to make enough money to pay my bills and do something that I love enough." I had no idea what was in store. I wish I would have signed on the dotted line so much faster because it's just like, you don't even realize how amazing it can be on the other side, but you just have to step into that fear and trust the journey and just trust in people to help you along the way.



Kimberly: Get the a good circle of people around you. Some people have business-owner friends or mentors in their lives that they can utilize. Make sure you do that. You need a team, it takes a village. You need a team around you to help support you, so you take the right steps, and that you don't go at this aimlessly and you don't just start some random business that you don't like and that flops.

You want to set yourself up for success, but know you can do it. It's baby steps. It's not jumping off a cliff. It's taking steps moving forward and moving in the right direction that feels comfortable to you, but that also will make the money you need to make. This is what I say, "We need to make money." Do it in an intelligent way and utilize what you already know and love.

You don't have to go learn a new skill. You don't have to take on some-- You don't have to be an innovator. You don't have to be Steve Jobs. You can be you, with everything that you've learned in your life and everything that you've done, and put that into a package that works for other people and can make a difference.

Lindsay: Oh, goodness, Kimberly. I just love you.

Kimberly: It's so fun.

Lindsay: I love your fashion.

Kimberly: That's so nice. Thank you.

Lindsay: Thanks so much for coming on and talking today. We've got the show notes for everybody. If you're a client of mine, and you're going to start a business, just know I'm going to be starting to refer you to Kimberly, to say, "Here you go."

Kimberly: That's so wonderful. I'm so excited. I would love to help you all because I just think entrepreneurship is so rewarding. Not only financially, but personally, you too can make a difference. You have, Lindsay, made a big difference in people's lives. I love hearing your podcast and everything you have going on, it's awesome.

Lindsay: Thank you, Kimberly.

Kimberly: You're changing the world.

Lindsay: You too.



[laughter]

Kimberly: Thank you, Lindsay.

[music]

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In my nine-month simple success coaching system, I am going to walk you every single step of the way to ensure that you get the goals and dreams that you want. The first step is to apply for a free 60-minute consult call. Just go to LindsayEpreston.com/apply to get started. As always, my friend, remember, you're only as unstoppable as you believe you can be, so believe in yourself. You got this.