

Participants

Patricia Dent

Wende Fahey

Becky Kurtz

Bruce MacGillivray

So, I'm going to ask you to introduce yourself, Wende, if you can talk about, you know, what you're business is. My name's Wende Fahey, and my business is Wende's World of Wellness. When I, so Wende's World of Wellness, first of all, Patricia hated the name. Can I just say that? She said, I don't like the name. I don't think it's going to work. However it has worked great. So the first thing I want to tell you is just trust yourself, trust yourself on this journey, because you know your business and yourself better than anybody else. I'm a spiritual empowerment expert. So I help people on their spiritual paths become empowered people, empowered in their spirituality, empowered in who they are.

I also am a certified block therapy instructor and one of less than 20 block therapists in the world, which I recently achieved at the end of last spring. So if you are curious about what block therapy is, just reach out to me. When Patricia first initially asked me to consider Grow Vantage, I was spinning. I had no idea what I was doing and, and she turned me around. I had had a business that failed and Grow Vantage put all the pieces together that were missing. I love that you answer. I love that you tell people that because we have just in the curriculum today, what we've gone through is the whole idea of mindset and failure.

And how in Canada, my experience, particularly at the stock exchange was very clear in Canada, people criticize failure, particularly in business, and they can really ostracize people. Whereas in the States, they don't tend to do that as much if you fail... oh well, yes, it's not, it's not a good thing, but, you know, go from there. And we really subscribe to the idea that failure is learning. And so it's not the, it's not the, you are crap kind of experience. And forgive me, that's the third time I've used that word today, but it's not that kind of experience.

So let's go from you to Becky. And then we'll start talking about some of the other questions we had on here. Okay. So my name is Becky Kurtz and I'm the founder of Aspire Community and Developmental Services. We offer life skills, coaching and empowerment programs for youth and young adults with disabilities and autism. We help them and support them as they begin or continue their transition to adulthood. And I began Grow Vantage, I think at the beginning, like just before the pandemic hit about a year and a half ago. And I was starting out not knowing where to go.

There's just so much to learn in business. So going through the Grow Vantage program, like Wende said, help put those pieces together of what was I missing, what did I need to learn and how was I going to take it to the next step? And you've been really expanding, both of you have been expanding your footprints, which is really great.

So when I asked you, it was with the idea as with Bruce, that you've kind of gotten through, we talked about the first, the three stages, so do and manage, sorry - do and develop, then manage, and then

growth. And you are definitely coming out of managing to growth now, I think. Yes, the, that darn pandemic has sort of scrambled the usual trajectory that we've seen, but you've done a great job. And if I can ask Bruce, if you can introduce yourself because you have done it, you have done another great job in a particularly difficult sector. So why don't you tell us about that?

So my name is Bruce McGillivray. I own Instant Imprints here in Barrie. And what we do is we do anything for brand visibility. So that can be anything from embroidery custom apparel, promotional, prints. So we're a traditional bricks and mortar kind of location and storefront shop where people would kind of come in and that's how we were originally staying - to be more focused on the personal interaction. So to stay in the business, I came from a sales background. So the selling part was comfortable, but not like the, the money side of stuff. So did not want to have to deal with any of the bookkeeping and all that kind of stuff that just gives you a headache sometimes. And then what I found was kind of going through with the program, it helped me one: kind of go over the areas that everyone's mentioned, but I wasn't sure or at least have a resource defined. So when I want to do Facebook ads I know where I can look, I have the resources to do it, so I could do it on my own until I get to the part where I need to bring someone to do it. But it also gave me a network, it gave me a group of people that I could reach out to. It gave me people that I could kind of rely on. So if I needed someone that was, maybe I had technical issues, I was in a group where there was someone who was from I.T., so I could reach out to them and get some help. So it helped - it brought in that area for me to be able to grow and have resources with people I can reach out to that I felt comfortable with.

I think one of the things that, so we've also covered a few things that, you know, what do you kind of need to start a business? And one of the points I made was Grow Vantage is the predecessor. Predecessor (I can never say that the first time) for Ask For Directions Training, which is online, and that was a pivot for the pandemic, for sure, because that was in-person has not been consistently possible. So like you, Bruce, I was, and actually like Becky, because you did a lot of in-person and holy crow, when do you want to, as a block therapist, that's a lot of in-person isn't it? Anyway. So there's that pivot, right? That everybody has in common.

And we've talked about different, different kinds of things that you might encounter while you're in business that you may not know. Now. I think the network is really important and I have stressed networking for sure, because for two reasons: one: you, you're going to find your clients that way, but two: how amazing is it to have other people that you can copy or ask a question about or get support from?

Because if you didn't, your existence would be lonely. And so I just want, before we go onto the next question, I was just going to say, so I had to figure out online, what do you do to get that network? Because Grow Vantage was built around a network, right? That was a very important part of it.

And now we have sequenced it for the beginning of businesses. So that's why we've done weekly coaching calls. So yes, it's a bit of an experiment, but that's what we're doing these days. So I agree. I think the network is really important. Patricia, just one thing if I could interject? Just as on those calls, you might not go into where you don't, you might not have a specific question to hear someone else ask

a question that just connects to you, that you might either need to know down the road, or even that you never thought of, so those calls really help on, of brand growing their perspective. Well, I think so, too. And as I said earlier, you won't have heard that,

but coaches need coaching too. And so I'm in a coaching group where it's, important when you're doing bigger things, when you're doing anything that feels bigger than you. It's really important to have those resources too. So Wende, can I ask you, how long did you plan for starting a business? I don't think I ever planned to start a business.

It was just I have always had that entrepreneurial spirit in my blood. I've had business. I ran my consortia therapy business before this business kind of just kept poking at me. I, I wasn't working, I needed to do something and I've never really put any planning into this until, and even with Grow Vantage, Grow Vantage gave me structure, but I still don't really plan anything because I'm very much a fly by the seat of my pants person. So this pandemic has actually been great for me, cause I've just pivoted, pivot, pivot, pivot. This has been fun, but you have to stop pivoting at some point and get really serious about where you're going. So, you know, there is that. There is that.

That's the action following the idea. So you can ideate which, and you actually have to apply it and do something. What about you, Becky? You, you are perhaps not as off the cuff and you also are in a bit of a serious, serious business because... Patricia that was really nice... But I am very nice. So, but you also have the responsibility of dealing with kids who may have some deficits and you know, they're vulnerable. So how long did it take you to figure out that that's what you wanted to do and that you were going to plan a business? Okay. So that goes back to make a short, it was six months. So I've never, never thought I would open a business.

I never took a business class. I thought of a business sounded terrifying until somebody brought it up to me. It was a coach in a leadership training that I was taking at my previous employer. And they said, Becky, you're going to start a business. And I kind of looked at them like, I don't understand what you're saying. Like, what do you mean? What, what do you mean? Like what kind of business can I start? And they said, go home and think about it and come back next week and we'll have a chat. So that was April of 2019. And Aspire Services was launched by November of 2019. It did help that I had a lay off from my previous employer as well. So I had to kind of kick things up a notch and go.

I have to make this happen. If, if I'm going to do it, it's all it's all or nothing. But it was about six months and a lot of learning in that six months before even launching or throwing it out into the world that this is the path I wanted to take. As I look back through different experiences and different things in my life, there's a bit of entrepreneurial spirit and hints along the way as to how I got to where I am now. And had I listened to those, I might've been in a different place. Well, you might've been, but how cool is it that a corporately paid... Oh my Lord, you know, person is saying, yeah, leave your job. Yeah. Even that kind of, it kind of came along because there was lots of talk around funding cuts from the government,

for the developmental service fields, specifically the autism fields. And so that was a conversation had by almost everyone in the field of who was going to be cut. And what was that going to look like? And I just happened to be lowest man on the totem pole when that lay off notice came.

And I thought I have eight weeks to try and see where this could go to put all of those thoughts onto paper. And I did it, I put it all into paper and it was a, I'm a bit of what's the right word, impulsive person. So if I have something on my mind, I'm going to do it. And eight weeks was enough time for me to put it all together and make it happen.

And you know what? That is not true of everybody. And I want to just say that because I think, and so I think motivation is one of the absolutely important things. If somebody said to me, you were going to stop getting any money in eight weeks, I would be very motivated to get things done, but when we don't have that necessarily.

So for example, we might look at people who are in a job that they may get laid off because we don't know what's happening. Right. And so they may want to learn while they're in the space where they're still getting money. And so as long as there isn't that cut off, I mean, it's great. If you get a chunk of money and you can just focus on planning business, right? That's a bit of a gift. It's also a bit cranky-making because you know, you're not at your job and you're not gonna get any money after a certain time, but it's also, it's also a motivation. So I think that's important.

And I know that Bruce wasn't in that situation. So Bruce, tell us your story with that. So while I was working, you know, in a larger company and there was changes going on with culture and that, so I'd always been thinking about a business of my own and it was kind of one of those things on and off again. So probably when we decided when my wife kinda, and I heard you earlier say about the family and making sure they're on board when we were on a family side of going ahead, and it was probably about a year and a half, it took from opening to going through. We're part of a franchise, so to find a franchise that we liked going through, you know, talking to people, getting ideas, seeing if it's the right fit. And then also with regards to getting our ducks in order financially. Cause we knew that once my job ended that I would not be harder to get financing and get loans or anything like that.

So that kind of makes sure that we can kind of get items that we might need down the road in place so that if we needed to draw on a loan, which luckily we had in place, you, we didn't know there'd be a pandemic coming, but having those in place that we could draw on when we needed to ...So it probably about a year and a half in process before we actually opened.

Well and you know, there's two parts to that too. One is, is this the right business for me? And people should have a look at that because there are constraints around business, right? Secondly, you were talking about a franchise, so you also had to evaluate a franchise. Not all franchises are the same, for sure. So you want to make sure you've got support.

You want to make sure you've got good training. I will never forget one Grow Vantager who was in the I.T. field. I said, so what's your training, your business training process like with this franchise? And he said, oh, it's a day. And I have a book. I said, pardon me? It's a day and I have a book.

I said, I have a thought for you. It's totally up to you. But I don't think I'd want to send you off with a day's training and a book because I think business is a little more complicated than that. And Bruce, I think your franchise has been really supportive, I think anyway, I hope so. Anyway with either of the businesses that Becky and Wende have started. And actually it applies to me too, at least me online, is that you don't have, if you don't have bricks and mortar, you don't have lease hold improvements. You don't necessarily have inventory or equipment and you've got all of those, right Bruce? You've got supplies that you sell in the store. You've got equipment to make more things.

And thank you for my sign. The sign is courtesy of Bruce. Yay. On a day that was so windy. It's a light sign, but he had to help me with getting it to the car. I thought it was going to fly away because I'm just as light as a feather, just saying. In any case, those are three things that are important. So you've also made one more important point.

And that is if you don't, if you're an employee and you have an asset, go get a line of credit. Don't touch it, go get it, because you won't necessarily be welcomed with open arms by our lovely banking institution. Once you become an entrepreneur, they, they want you to have the money in place before you have the money, I think anyway. So thank you for that.

So it takes different times because of different conditions. I guess Wende, looking back, or if you could do it all over again, would you have done something different than what you did now? Say you're a massage business. If you had known what you know now. My massage business, I would have done so many things differently. But here's the thing. I did a lot of things. right. Good. Right? So all these years I've sat in this feeling of "I failed", but when I finally sat with it and got good with it, I looked at all the things that I learned. And one of the things I learned was I didn't know enough about business to run a business properly. That was like, you know, and when I was asking people for advice, I didn't have a good support system around myself. So they didn't give me good advice. Because if they had given me good advice, they would've said, honey, you need a business course. And that would have changed my entire trajectory. I would probably still be doing massage at this point.

Yeah, no, I agree. To do things differently, I would've made sure that I had more balance in my life. I would've made sure I had a better support system around me and I would've made sure I had a better business foundation. I had just, even if I had just taken a simple course in accounting, something, anything that would have helped me understand the foundation of the backend of the business.

That was the piece that I kept avoiding. And when it finally caught up to me, I was burnt out and I just said whatever and closed my doors. Ooh and that's a tough decision to make, right? It really is. I'm feeling for the people who've had to close their doors because of one circumstance or the other.

Actually, you know, that's one of the motivations that we've had all along. The founder of the program started 17 years ago. And I took it over eight years ago and we had a real similarity in the mission to support entrepreneurs. And unfortunately there isn't always that consistent support so that you don't get, I mean, if I don't know something, I'm going to tell you, I don't know, hang on. I'll find out because I also have good advisors. I think we all need advisors.

And I think that's a really important point. And also to stress failure isn't necessarily failure. It doesn't mean the end. It means that you're learning, right? Sometimes the learning isn't so pleasant, but there you go. What about you, Becky, if knowing what you do now, would you have done anything differently? So one of the things that maybe I wish I had known going into business is to have patience.

I thought off the bat, like things were going to take off real fast and things were going to go really well, just, it was going to be success day one. Doesn't work that way, and then a global pandemic hit, and then, and then, and then, and then. So that would be something, if I could just give everyone a tip is just be patient.

Things will come. And if things are a little slower, starting off, use that time to take a course, learn some stuff, work on different ways that can get you what you need, to be successful. But that was definitely one of the things because I didn't have it before.

And there's a counterpoint to that if I may. One of our grads, when they first started, they said, I've been doing this for three years and it hasn't been giving me any revenue. How much longer do I have to do this before I can stop? And my response was stop this right now. Like we need to stop what we're doing and look at it because you're sentencing you to that awful feeling that it's not going to work. There's patience... But not patience that turns into lethargy. You've still got to try things, right? Yes. Right. Okay. Just want to clarify. Not patience for years, but patience enough to know that it takes time to build connections. It takes time to get your name known out there. It takes time to find your target market and find the people that are going to be your customers or your clients.

It just takes that time that I thought, Hey, if I put my name out there, people are going to come running at my front door. Well, that was a wake up call. It didn't quite happen that way, but just a little bit of patience and learning in between and things start to pick up. So the field of dreams thing ...it does not work. If you build it, they will come. No? All right. That's really disappointing.

What about you Bruce? For me? I think when I started off, I my intention was not to try and do everything in the business, not to be, you know, the production person, the salesperson, the managing kind of do all of that stuff. Unfortunately getting into it and you start to get more involved in, I think it might be the siren song that draws in business owners, they want to, they end up working more in their business than on it. And I started getting into that and I think it would have been better if I had passed up those things up earlier so that I wouldn't be relying on all the other areas. Cause it, it takes you away from what you need to grow. You start to get into a lot of stuff. Okay. Well that, and that's true. Certainly a great goal to have. That's a really good goal, but what are the, what are the tips, any of you who, so that you can avoid that "I have to do absolutely everything by myself" at first that stops you from taking time.

What would you do? Oh, I'd love to jump in here. I'm jumping in really quick because this is something, one of my favorite topics. We need in business for, this to happen properly, to take care of ourselves, first. We tend to put everything ahead of us and we don't take care of ourselves. To make your business work, you have to take care of you first and balance everything. Balance your self-care balance yourself love first. And it will all just expand out from there. And that's energy. That's not, that's like provable by

science. That's my big input, right there... is just be kind to yourself, love yourself. And the rest will start to find that balance because you'll start to go, oh, wait a minute. I love myself. This has to go. I don't like this piece. This has to go. You know, when you start to prioritize yourself above everything else, all those pieces just start to fall into place. You start to know how to allow and how to ask for those things because you start to value yourself more than everything else around you.

That's a, that's a cool perspective. I have in the past been known to say that balance doesn't exist, but then I come from a long history of workaholics and I've managed to burn out seriously twice in my life. And that is not a good way to do it, but at the beginning. So what do you do when there isn't the resources yet to hire people to do stuff?

One of the things that I did and maybe you've done the same thing, Bruce, I don't know, learn to persuade the members of your family to see if they can help you. So for example, I ended up asking Rob, my husband, if he would, you know, I said, you could learn the business and it would save us some money. Would you mind doing my books? And because he has a financial background, I think it's important too that you match skills. He did that. And that took a load off of my shoulders, which, which was helpful.

What about you too, Becky and then Bruce, what do you think? Something that I've done as something along those lines, as well as well, do it learning what the basics were and how to do this skill was to start asking for help, something that I have a hard time with myself, but I'm learning that it's okay to ask for help. And so I've asked my mom to take on my bookkeeping and kind of keep up with, with that part, which I understand it. I can figure it out, but just, I don't have the time or the desire to want to punch numbers into Excel. She comes from a very HR background and was thrilled to kind of want to take on something and help with the business. So that was very helpful.

And another thing when I have so much to do is time blocking certain activities through the day. So I think Patricia, you have something like eat the green frog or something. There's some kind of ... That's a Brian Tracy thing... but I've heard of eat the big green frog first. So using like a calendar and predicting my week ahead. So I kind of know what to expect for next week. Am I going to tackle that bookkeeping before I handed it out? Do I know what days I want to put my social media out?

So I'm not stressing for the whole week and trying to balance different activities or tasks throughout the week. Don't make one day super heavy and things you hate, cause that's never going to be good. You will find different things to do. The solitaire game will come out for me. I can't think about this... Patricia that's that balance and self care, right? You can't be like Becky said, you can't have a heavy, heavy day and then have nothing else in there. Your brain needs a break. So balance. When I say balance, I don't mean, you know, you're 50% self care and love and 50% business. It's about the overall, what does your whole week look like? How does it all kind of filter down to time and done your solitaire and giving your brain some downtime so you can recharge to get back at what you're doing.

That's balance. Nope, I get it. And I really appreciate you're raising the blocking because that was my savings grace, for sure. And what about you, Bruce? What I've learned is it's all right sometimes, to

outsource or pay someone to do some of those things, trying to do it yourself to save money. If you look at it from a bigger perspective that your picture, your time is only finite. So if you're going to punch in your numbers, as Becky said, having someone doing a forming, my wife does the accounting side. I appreciate that. But having someone doing that frees up my time to do something else. So I may have a focus on more of the bigger picture items I need to. For us, we have, I know we have to do some installations. So maybe find someone who in town can do that, but that would save some time, so I'm not going to have to do it myself. So, about being afraid to spend some money. And if it's done to just the, you're not doing too much, but you're looking at it, you know as, how will I grow my business? How will this help me get to the next level?

No, I think that's a really good point too. I think you have to be judicious about it. You won't have a bazillion dollars at the beginning, but there are certain things that you can do as you said, when you spend your time doing something that contributes to your business, that you only you can do, that's one thing, if somebody else can do it and free up your time... if I were to do it, I would spend so much more time and that's time I could spend to bring in revenue to do things for customers. So I think that's a really important thing to do. One of the other questions we were talking about asking and Wende over you, did you experience anything unexpected when you started your business? I mean, apart, let us just say the pandemic was unexpected. Okay. Totally. I think the most unexpected thing for me is how much backend work there is to set up a business. Like I'm still slogging through, you know, setting up the email list. Who do you use for that?

How do you connect this? How do you connect that? What do you connect to? Do you use this person for payments? Like there's so many of these things in the background that I had no idea about it and it can be really, really overwhelming. And I actually did get overwhelmed and then I stopped for a day or so. And then I just picked up one thing at a time and then I just did that and I went, oh look! I got this one done. And then it gave me the incentive to go another day and pick up something else. So it's just, it's a lot of legwork in the back to get your business set up. And I think that really surprised me because when I did my massage business, I didn't have the same experience. So I didn't know how to set up a paper trail. And I didn't know I needed all these other things in the background. So it's been a lot of work getting this set up in the background so that it starts to kind of flow. Once you get through the backend stuff, then your business starts to feel more like a business.

I think that's very true. And I think I'd add, if you are not using tech to enable what's being done, then it does make a difference there too. And learning technology can be slow. Yeah. I think you've got to give yourself some extra time if you're going to make a change. So one thing I've learned is don't ever make a change right before you do something that's a little bigger. "It should be fine", doesn't always work. Right? So you're laughing.

You're laughing at me. Becky, did you have a comment? No, I just, I think it's such a good point. Don't make big changes before big things happen, but we're so inclined to do it. Well, that's true, cause it'll be okay. It'll be fine. Everything will be fine. And then it doesn't always turn out that way. No, it doesn't always turn out that way. So did you experience while you experienced the unexpected part that the

clients just didn't come for field of dreams. There's it's, I've experienced a couple of different things. So one of them, I launched my business with a partner and the partnership dissolved after....uh three months of the business being launched. So that was a whole part of navigating.

I know you were talking just previously about different types of businesses and how to get out of them. There was a whole bunch of stuff we had to get in order to make sure that the business went... I took it over solely. So we had to excuse her, my partner and she got out. One thing I am thankful for was that it was a little bit early, so there wasn't too much to kind of navigate through, but it was something that was a big change. It meant that I was now taking on all of those tasks that were divided up before. Another big change was the people didn't come. They didn't come running at my front door at my front door... weird. But one of the other things is I know a global pandemic has affected all of us, but that made a big pivot into things, something - anew territory I'd never crossed was launching virtual services. And so something that was completely unexpected.

I sat with Patricia for months trying to, or maybe weeks I can't remember... It wasn't months...it probably felt like it... But I feel like this pandemic has been a century long. So I can't...my time is quite all over the map. But I launched something completely unexpected. I didn't know I was going to take my business the way it went. So that was something unexpected when I, and that happened right when I started as well, that I had to make a huge change real quick. Right. And you did. So we, we know, and one of our masterminders we still have a group that's a mastermind group with the pivots that they've had to make.

It's been pretty major. And yours was pretty major. You had an expectation, you were going to do in-person services, sort of like Bruce. He was, this was in-person. My business was in-person and that is a major thing. So not only do you have to redefine the business, you've got to look, is it still the same market? I wrote a marketing piece. I still have it as a download, you know, "Marketing in Uncertain Times". You have to go back and do some more research because which I know you're good at all of you are good at that, actually. So you do that kind of thing. And yet it's not always the thing you wanted to do. Sometimes these needed pivots uncover really great things that you can do and let's face it, if you don't have to drive Becky to meet every individual person, you're cutting time and cost out of your service providing. So there are often silver linings. And what about you, Bruce? What unexpected thing happened to you? Or was there one? Really switching over, as we're going to be face to face. So just transitioning over to being, to offer some kind of e-commerce platform.

How do you get someone that wants to know about some apparel? How do you sell that to someone or show them via zoom? How do you communicate that information with them? So a lot of different ways of doing it that they're trying to work on and it was how to find what would fit well, without having too far away from what we want to be in kind of, cause we're still trying to, you still feel that's a value that we want to keep, but just being able to add something that brings in that other clientele base that we had before. And in the spirit of looking at what other people do so that you can shortcut your development, look at Tracy Baker at ZuZus because she does virtual fashion shows, which is hilarious,

right? And also TKL Media, who's one of the instructors for social media for Ask For Directions Training. They have a client who only sells retail apparel online through a membership site. So I would just put that out there because you never know. I think it's always a good idea to kind of have a peek at other people's models because there might be something that works even better, and you can adapt. In the meantime, I know you've got, you've got pop-up stores that you are you're going into, which is not printing, right? So that's kind of cool. It's interesting for us to do it. And we've, we've had some people from organizations wanting to do that kind of for their members or their employees to be able to fit stuff.

What we're seeing a lot of a trend is a lot of people have gone into their own customized fashion. So we're having people that want to do stores, have their own designs and logos on shirts and apparel they want. So they want something to be able to promote that way and sell online. So it's a way for us to help them and kind of add that extra value and service.

Alright Wende, what about now? Are you in a place now with the backend done that you're getting the results that you want? Yes and no. I still have a little more work to do on the backend. I'm, I'm kind of a slow starter on all of this and getting really much more clear on what it is that I'm offering and why I'm offering it. So no I not where I would like to be, but I am definitely a lot farther from where I was. And when I started seeing all the pieces start to come together, I got my website up, I got Calendly going, I got this connected, I got that connected. I'm like, I actually feel like I have a business. Like I have a backbone to my business now.

So at least I have a backbone. I know what I need to pick away at. But currently I'm doing the inner work to make sure that my business works properly. And I think that's a huge point to make. It is now in the first module of Ask, it is the biggest class within the first module. And it's the first class, because mindset is really key.

If you can set yourself up with a good mindset, you'll withstand a lot of things. And I think that's the secret, right? We need to cultivate resiliency as, as entrepreneurs. So building something gives a great deal of satisfaction, I believe. I know that I have a mission to help people succeed and thrive because at one point failure rates were horrendous. When I started through the Grow Vantage program, I think they were still at 80% by the second year.

Becky, what about now? How are you feeling with the progress you've made? I feel like I, so sometimes I have to remember all of the progress I have made because I have so far that I want to go or things that I have big, big goals. And I forget of all the small steps it's taken to get there, but I feel like I'm in a good place with some of the tools and strategies and things I have in place at the moment. And I've nailed down some key aspects. So one of the key things I think for all new entrepreneurs or even current entrepreneurs, is that target market.

It gets talked about a lot. And I know sometimes we think: but everybody's my target market, but it's not. And that was something I had to learn as well. So nailing that down, I think was really key because now I can start to see the results of that. But because my background is marketing - people, this you've got to get.

And when you pivot quite severely, as we've all had to do, sometimes that target market changes. So sometimes you have to go back to the research. I think that's great. And I guess one of the other things that's terrifying as an entrepreneur for me, was knowing I knew what I wanted to do and how I wanted to do it.

But it's also just like being confident and knowing your worth. People will try and beat you down and try and get a deal and try this, that, and the other thing, not understanding exactly what you're offering, something that is incredibly hard to accept, but something that I have worked through. And I feel like I'm in a good spot where I know that I'm not for everyone. And I have accepted that, which I thought as an entrepreneur, I was like, Nope, I want to take on everyone. So that's something I think, and it goes into Wende's points about your mindset as well, is, are you willing to negotiate, navigate and work through those people? Or are you okay to say maybe somebody else is a better fit?

There's a couple of things that I'd suggest: Love the people that you work with. That is just my rule because I've worked with people who I didn't love, but I was so I guess blindsided by the idea of helping everybody, but it wasn't a good fit and it wasn't necessarily appreciated. So I think it's really important to work with the clients you want to work with.

So what can you do if you could help a segment that really can't afford your services, what can you do? In the past, I've usually worked with a pro bono client, for example, single moms, because I was a single mom. And so I relate to that a lot. Single moms can't necessarily afford coaches. So I've usually had one pro bono client and you can do that.

I mean, you can choose a market that can afford your services and give back to the community in some way. And I think that that is a way to kind of balance the way you'd like to give back too. And Bruce, how are you doing? I would have to say is when Becky's said, there's been the ups and downs, it's been, you know, you feel like you're getting some momentum going and then things kind of pull back, but we feel that we're right on the edge of being able to see some exciting things coming through to be able to get through and can move on. But it's just, as I said, biding your time, things, as Becky mentioned, the patience, we just need to find that patience to be able to, to see to that value in town to be able to move into it. I remember having a conversation with you about strategy. And if I'm, if I remember correctly, one of the things that I said, which is going to sound a little awful, but who's got the resources right now to buy what you're selling or something similar to what you're selling. And this is all about just target market. So you've done some really, I'm not wearing my, "Kept together" t-shirt, but that was a cool way to give back to the Food Bank and also to get your name out there for producing something, especially in the apparel line. Last question. If you thought about all of the things that you've learned, what is the, I guess the most important one or two tips that you'd give to people starting a business? What would you say, Wende? Two things that I think are just important in general, but that have served me really well in keeping my business where I want it to be in terms of how I want to feel about my business.

Right? First thing is, stay in alignment with everything that you're doing. If it feels heavy, if it doesn't feel right, don't do it because it's the wrong thing. If it doesn't feel like... they say the saying is light is right. If

it feels nice and light, you don't have any misgivings, nothing like that, look into it. If it comes to you and you go, ewwww, don't do it because we've all done it. We've all gone: "Oh no, you know, that's just my gut feeling. That's ...whatever". And then we find out later we should have listened to that gut feeling. So always listen to your gut feeling, stay in alignment with those feelings. And my only other piece of advice is stay in integrity because it will serve you well. Integrity... shines... brighter.

That is a very cool piece of advice. Thank you. And what about you, Becky? What would you say? I have, I have two pieces of advice. The number one would be asked for help. We are super humans, but we're not super human, so we don't have all the answers, but somebody out there can help us navigate and figure out what those answers could be. Take courses, learn, find, find your support system. And the second one is take a day off. It's, that's something I force myself to do at least every week. And I have I every single day that I take a day off, I tell myself, just take a day off. And you can answer that email tomorrow. Or you can do whatever that is tomorrow, because it's really important to have, like Wende has said, like have that balance between work and not work. I know we're entrepreneurs, and we're thinking about our business probably a hundred percent of the time, but just remove yourself from that office or that physical location is something that I do every week, and I find it to be very beneficial.

I'm glad to hear it because I think you're right. And it's sometimes hard, but one of the things that I love to do is say, I am not talking to you today. So if you can turn off your phone, not look at social media, not answer emails. It's just, it feels like, oh my goodness, I'm on holiday.

Instead of looking at it as a day off, look at it as a day that you're investing in yourself. That's a good point. Every time that you take care of yourself, every time you allow yourself, give yourself permission to have a day off and unplug from your business. It's an investment in you.

That's very cool. All right, Bruce, what do you think? I like the point that Wende brought up. Always be looking at that. How you present yourself out there, people are going to remember, you're going to build yourself on reputation and someone's going to maybe that talk to a year from now, might remember how you treated them and that can build into how your business grows. The other thing as business owners, you have to remember that you're also a salesperson. When you're working, you are the sales person. So when you're out, you're, you're selling. You can't not think about that. You have to be looking at opportunities to grow your business. You have to stay involved in networking or out there, but you're, you are yourself first and you're always going to be selling and you have to kind of look at that as a, as a way to grow your business. I think you're absolutely right. Whatever you do has an impact, whether you recognize it or not. And what you want to do is have a positive impact. Thank you so much for being here. I really appreciate it.