

Season Wrap-Up, and What's Ahead

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You're listening to Business Badassery, the audio advice column for your online business. I'm Kirsty Fanton.

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And I'm Amy Posner. We're talking bite sized episodes that solve real world problems with a no holds barred tell it like it is kind of approach.

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All right, well, this is our last episode of this current season of business badassery. And in true Amy and Kirstie fashion, we're doing things a little bit differently to what we had planned. You may have heard us talk previously about the fact that we're moving to 12 Episode seasons now, and that we're having a few guests appear on each season. But ironically, because of the season of life that we're both in at the moment, me being heavily pregnant, Amy being balls deep in a very large project for her business, it has just felt like a little bit too much effort and not enough time, and not enough capacity for us to organize those guest episodes for this season. So what we thought we'd do is just wrap things up with a really honest open chat, as in Amy, and I just kind of chat with each other about what we're up to, when we'll be back what's coming up for both of us in the pipeline. And also maybe to just use this as an example of how you do get to call the shots in your business and for the projects that you're doing. So for us, this podcast really is something that we just love to do. And the minute it feels heavy or effortful, we tend to sort of change things so that that's no longer the case. So this is probably a good example of us, really putting our money where our mouths are and doing what we always advocate for others doing in their business. What do you say, Amy?

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Yeah, and just to be clear, what that is, is just changing course. And for us, that sometimes happens on the fly, which, frankly, is what's happening today. You know, and that's okay. I mean, that's okay. We, you know, we, we just felt like it was time, it was fine to wrap up and share some of what's going

on. And it's true, we didn't, we just didn't have the wherewithal. And I think a lot of people can relate to that in this particular season. I think there's a lot of not having the wherewithal to do certain things. And so I guess what we're trying to do is like is let that be okay, where it can be. Right.

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Exactly, yeah. And model that. So if you're in the space to where you feel like you don't have the wherewithal, the capacity to do things the exact way that you had planned, you know, months ago, whatever it might look like, we hope that this episode here is a bit of a permission slip for you to go and do the same. So we're still showing up, but yeah, in a slightly different way. So like we mentioned, this is our last episode for this season. Amy, what do you think we'll be back? We will, we will be back? Let's confirm that's definitely happening. But um, I guess we'll be taking probably six months off or so from the podcast. Is that right?

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Funny, I was gonna throw that question to you. Because I've said that's entirely up to you.

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A very good point, yes. I am a week away from going off on maternity leave, and I will be taking six months off. So actually, yeah, good question. Because I was thinking about this recently, last time I took maternity leave, we did actually keep recording the podcast. And it felt so good for me to have a little pocket of time and space every month to use the business part of my brain, I have to say this time, I suspect, I will be ready to take a break for six months. And I think that's because I've lined up a passion project for myself over the next few months, which is already sort of the ball is rolling on that. And also because this time around, I'll have the baby and also Ollie my two and a half year old. So I suspect logistically, it will just be quite challenging to find those pockets of time in my early mornings, where I can reliably show up and record the things. So yes, let me answer that my own question. I think it will be about six months. So it'll be middle of next year. I think before we're back in the recording studio.

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So what's it what's the passion project? Is it a personal one or business related one or

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so it is it's business related, but it's very different to anything I am currently doing to make money. So it's basically it's a series of 10 Greeting Cards specifically designed for online business owners. So the kinds of cards that you might send to a client at the start of a project or the end of a project. The kind of cards you might send to a mentor to say thank you, or the kinds of cards you might send to someone who joins your course or your group program. And it was literally just an idea that came to me spur the moment. I'm someone who loves to send cards as parts of client gifts, and I'm also someone who really struggles to find cards that fit the context. So cards that aren't like, too serious or

too sort of inappropriate. So these cards are quite quirky. You know, one of them is a haiku about how good it's been to work with someone. One of them just says, You are the tests, and it has a picture of very badly drawn boobs on there. So they're quite quirky and offbeat, but I'm just really excited to create them. And, you know, I'm not expecting them to be a huge profit generator in my business, it's more the process of creating them, and then having something physical to send out to people that I'm really excited about. So I'm starting with a really small order of them. I'm hoping to have them ready for purchase in February or March in 2024. So just something that's really, I guess, about keeping myself entertained and having a creative outlet. While I'm otherwise spending my hours dealing with two small humans.

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I love it. I think that's really cool. I think it's I think it's great. It's so a little quirky is the right word. I mean, it's like a quirky idea. No, it's like quirky humor. I love it. I think it's great.

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What's in your pipeline men for the next six months P dawg. What are you going to be working on before we meet again?

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Wow, just a lot. I mean, my my thing right now is audience building and getting known. Because you have come out with complete breakthrough freelancer. And now my job is to, you know, sort of get known in the world so that people know that that exists and what it can do for them. And I'm on a I don't know what I call it exactly. But I mean, it's all it's all about visibility. And I've got some, you know, I've got a little team working, we've got a lot going and we're just sort of going all in. And we're not just sort of going all in and we're going all in, I'm really excited about it, it's a big, it's a big pivot, it's a big change. There are as you will know, because of the clients you work with, there are 10 million little details and pieces and moving parts, which is like really not my strong suit at all. Luckily, I have an who's brilliant and you know, is really, really good at details. But that's what I'm all about. And you know, I'm excited because it's gonna give me the opportunity to sort of get out and network and talk to people and build some new relationships and actually really liked that. And I haven't had the opportunity to do it in this way before or a reason to do it. So yeah, it's kind of fun. It's kind of fun to have things changed. But I'll just say one thing, and I think I've said this before, for one little while I was like, my head was spinning, like wait, what do I do? What do I do? What do I do on a daily basis? What's needed? What, you know, it was just so different. And I'm saying so little bit like that sometimes, but it's coming together and getting organized. And you know, just like, we're just we're pushing a lot forward. So it'll be interesting actually, to see. Because that'll be that's that'll be a really good chunk of time about the amount of time that I expect to really start gaining some momentum. Maybe a little bit before that, maybe not so much. But yeah, it'll be an interesting time to check in and see, see what's actually happened?

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Yes, oh, this is so exciting. Because you're right, I feel like six months, like gives you enough time to test and tweak and refine and get some really solid data on what's working and what hasn't. And I

test and tweak and refine and get some really solid data on what's working and what isn't. And I also love that you said that this mammoth new project also gives you a reason to, like actively promote yourself and promote the offer and build an audience because I feel like that's the kind of thing like we all know that as people who own a business like that stuff we should be doing all the time. But there is a difference, I think between promoting business as usual, and having like something really specific driving that activity. That's what you're finding, is that right?

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Oh, yes, I'm really finding that. I mean, and there's it's sort of two pronged because one is I've not known in this world that I'm moving into, as well as I am in the world I'm currently in, right, so there's, there's that part, and there's also this, I just have this real desire for like speed and momentum and the excitement that that, that that brings, and just it just sort of compressing the timeframe. So it happens, we reached the goals, but in a in a quicker way. And I know it's just about speed so much as I really liked that, you know, creating the momentum and just having things and having things sort of move on their own track. So that's what I'm after.

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Yes. And I'm curious, too. Are you also excited by like, how measurable this effort will be?

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Yeah, I mean, it's really interesting. It's a very different, I'm trying to think I mean, you know, I was a partner in a coaching business produce goes back a while now probably 15 years ago or so but and we had, we did create digital products. But we had this it was kind of an unusual situation, because we had it we had a built in audience and we did, you know, a seasonal offer each season and there just wasn't as much involved in you know, and getting everything done that we're doing now. But I remember at that time, just thinking how to know how smart it was and how nice it is to have something that you've built or to have the the leverage of something that you've built and now you can go out and do the work with it because it's Already this sort of concrete, existing thing, do you know what I mean? Yes, my answer is yes. But yeah.

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Oh, I'm so excited for you, Amy. And I'm excited for me too, because I'll get to hear the updates when we, when we next meet. So I was gonna say, if you've listened to this podcast for a while, or you have been, I guess, in either of our worlds for a while, you know that we also do sometimes run other things together under the business badassery brand. So not just the podcast, like we had a retreat in Mexico at the start of this year, which was so amazing. And we kicked off our partnership with a paid group program as well back in, what was it 2020? I think it was 2020, which feels like forever ago now. And we do actually have some plans in the pipeline for a couple of things that we might come back to next year. So Amy, did you want to deliver some more details on that open loopy, sort of note

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will just the barest minimum Yes. Because you know, I do love the open loop. We love the retreat, the retreat in Mexico was just really, it was amazing, actually, in so many ways. And as we've said, if you've you may have heard this forgive, forgive me if it's redundant. But, you know, one of the things that Kirsty and I've tried to figure out is how to make our joint offers profitable, because you know, when you're splitting the money, it's a little bit of a different thing. And so anyway, we ran the retreat with the idea of seeing like, Could we do it? Right, when people come? Could you know, would we like it? Was

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it a good format? Would people get benefit? And the answer is, we're all Yes, yes, yes. And yes. So now we're thinking, how can we, you know, how can we do that again, and make it still reasonable for people and profitable for us, but

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we're thinking, Oh, a little southern hemisphere retreat, maybe say 2025? Just a possibility.

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Just a possibility, just an outside chance? I love it. Yes, you are the master of the open loop.

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And on that note, I guess I say to anybody, you know, I will check the checking questions. If anyone has questions, send them our way. We will, we will get back to you when we come back. And meantime, we appreciate all the lovely feedback we get. And thank you for listening.

 12:07

Yeah, thank you so much. I mean, the the audience that we have for this podcast is just a phenomenal group of people. And it really is the interactions that we have with you that really make this worthwhile and makes it feel like we're not just two pinheads having random conversations with each other for the hell of it. So please keep listening. Keep us in the loop. We'll miss you on this sort of six month hiatus, but we will definitely be back and hopefully we return with a little bit more capacity for our next season.

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Thanks for listening, catch you down the road Peace. Hey, Amy here, having coats literally 1000s of freelancers. Over the last decade, I have found consistently that the people who don't suffer the ups and downs of feast and famine, and who consistently land great projects with ideal clients. What they all have in common is solid business skills. And it matters enough that I spent the last nine months creating a course called complete breakthrough freelancer. It's the resource for every single thing you

need to know to build a solid sustainable business that suits you uniquely. And because your listener, you can save \$100 off the \$497 price tag using the code badass VAD HSS at the website Amy posner.com forward slash complete dash breakthrough dash Freelancer thanks check it out.