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179: Owner Burnout: When Your Business Takes More Than It Gives with Tammy McKinney

JANICE: Have you ever told yourself something like, "I'll take a vacation when my business really takes off," or, "I'll start going to the gym when I hire staff and have more time"? Yeah, me too. My guest today is my good friend Tammy McKinney, and she would say that those aren't really... She would say that those are signs of a problem.

They're all red flags that your business might be taking more than it gives. Tammy is a leadership and business strategist, and she has this incredible ability to look beyond the nuts and bolts of a business to help show the real issues, the underlying problems that you might not even be aware of.

So today, we're digging into why so many smart, experienced women start businesses for freedom, but in reality, end up with less of it. How to tell the difference between a demanding season and a [00:40:00] business that is built in a way that just doesn't work for you in the long run, and why we're so much harder on ourselves than we'd ever be on a client.

So grab a cup of coffee and let's get into it

Janice Hostager: [00:00:00] Hey, Tammy. Welcome to My Weekly Marketing

TAMMY: Hello. So glad to be back with you

Janice Hostager: Yes, you are my, like, most frequently presented guest, so I am thrilled to have you back

TAMMY: Well, it's an honor, honor to be guested so frequently

Janice Hostager: So, we're talking a lot about women in business today. So what's a moment that you saw a successful woman realize that her business was taking more than it gave?

TAMMY: That's a good question. So when I hear things like, "I'm gonna take vacations when things get to a certain point," or, um, "I've missed a lot of opportunities with my family this year, but I'm gonna make it up next year," or, um, "I really need to hire, but I can't seem to get out of reaction mode to sit back and think about who I really need to hire."

So I, I think that the business is taking more than we got into business for when we don't even have that space to think, and we don't get to prioritize the things that are most important in our life, and we don't really have the margin so that we're constantly feeling like we're putting out fires.

Maybe they're not fires, but we're just reacting to all the things and checking things off the list, but not necessarily strategically planning where we're going and how we're gonna get there

Janice Hostager: Gotcha. That sounds so, so familiar.

TAMMY: Same.

Janice Hostager: I've been talking to you for months. Yeah, I think a lot of women start businesses because they want more freedom and flexibility.

TAMMY: Yeah

Janice Hostager: So how do they end up building something that gives them less of both really?

TAMMY: So I, I think that we start following [00:02:00] strategies, we invest maybe, uh, I was just talking to one of my clients yesterday about how much she's invested in coaching and she said separated from her money by investing in coaching and programs and strategists and courses. And of course, you know, you and I are paid, uh, experts to help people, so we're not saying, "Don't hire anybody."

But at the same time, I think that we can jump into, oh, if I just had this certification or this training or followed this strategy, then everything's gonna get better. A- and I think that that's where, um, we've gotta be very careful about jumping in with our expertise and building because we know we can really help people, but not really understanding how to build a, a business that gives us that time freedom and that income that we want.

And so I know I did this. I know we've talked about it before. You know, we can waste a lot of time and money just jumping on the latest strategies without looking at, oh, that's not actually taking me where I wanna go and the timeframe that I need to get there. And so it's really important to stop and back up and say, "Okay, what am I building?

Is what I'm doing actually getting me there?" And then how do I adjust? Whether I need to clarify what I'm building, the results I'm actually trying to get in business and life, 'cause sometimes we just completely lose sight of that, right? We don't say, "I'm taking four weeks off a year or Fridays off," or whatever it is.

We, we have this notion that we'll get there someday, but we don't actually plan for it. And then the other thing is like, am I really helping the people that I was meant to help or am I just kind of taking whatever comes along to keep the revenue flow- flowing? I hear that a lot in, uh, women business owners now.

"Well, I, I don't really like doing this, but I gotta keep doing it 'cause the revenue is there." Well, there's some validity in that, obviously. We gotta keep the lights on and keep moving forward. But at some point, getting more clear on the strategies that are gonna help the people that you know you can help the best, that you enjoy helping the [00:04:00] most, and that get the best results is ultimately the business that is most fulfilling to us.

So, so backing up and saying, "Am I doing the things that I really wanna be doing?" And then how am I doing moving towards those?

Janice Hostager: Hmm. Yeah. So I love that, that. And I, I need to give my listeners a little background information here. So we are friends in real life, and so we were meeting, I was going through a season of what she just talked about. Like, just you, you get, you get going, you're working, you're doing the things, I started burning out on it, just started low energy, , just busy every minute of every day. And

TAMMY: And

Janice Hostager: felt

TAMMY: well, I--

Janice Hostager: oh, when

TAMMY: well, in this case that

Janice Hostager: change things up or, or things will y- you know... When I, when I get, when... Uh, let me re-say that. When I get done with this thing, then life will get better. And how do you tell the difference between a business that's going through a demanding season and one that's fundamentally designed in a way that's not working?

TAMMY: Oh, that's a really good question. So I think that, again, it's backing up and I... You know me, I'm very big on having a clear vision about the life you want and the business you want, and, and we just don't take the time to do that in the level of depth that I think is necessary for us to really align our thoughts, our feelings, our actions, our time, our resources, everything, to move us the right direction.

So we can feel like everything... I, I think feeling like everything is too heavy or everything is too demanding or that we're burning out is a, is a sure sign, any of those are signals to say, "Whoa, something is off here. This is, this is not what I got into it." Now, a demanding season is you've done the planning, you have the milestones, you, you, you're doing a launch or you're, you're running a marketing campaign or you're hiring or [00:06:00] you're, you know, you're, you're making more product or expanding your services, right?

Those are, those are valid demanding seasons where you know that you can define a period of time where it's gonna take more out of you to achieve those results. But that doesn't need to become status quo. If you're in a season where you're just reacting to everything that comes up and you're taking whatever comes and you haven't really done the strategic planning about where you're going, and then you start to feel those things, I mean, sometimes we have to be in those seasons to determine like, "Is this what I wanna do or not wanna do?"

I mean, I've had that. I've pivoted my titles and my clientele and, and things many times because of different circumstances. But at the end of the day, I know the impact I wanna make and I know the income I need to make and want to make . And so I have to come back to aligning to that. Is this activity short term or is this just me just striving to get to those numbers and not really having a strategic plan so I may be just focusing on the wrong things?

Does that answer that?

Janice Hostager: Yeah,

TAMMY: Yeah. Yeah.

Janice Hostager: what

TAMMY: Definitely.

Janice Hostager: that business owners keep doing they've always done them, even when those things no longer make sense? Do you have some i- examples of things?

TAMMY: Yeah. Well, you know, I, I mean, I, I, I really, really, really study leadership and, and I think that that's where, you know, how we lead ourselves and how we lead others is very much a product of how we were led by our parents, by our teachers, by our bosses, by our partners, whatever it is. And so I have found that I've gone into bigger organizations and the leadership, the, the h- top leadership wants to create a culture that is safe and happy and where people wanna work, but yet the leaders throughout the organization are still Reflecting the kind of leadership that they, they know, which is directive and maybe kind of bullying, kind of punitive.[00:08:00]

And I think that, you know, that's in a bigger organization. We do those same things to ourself, right? Are we, are we being encouraging, equipping, and empowering to ourself? Or are we being directive and punitive with ourself? "Well, you didn't get that done. You're never gonna..." You know, and, and kind of beating ourselves up.

And so I see this in a lot of leaders. I see this in a lot of women, especially our generation and beyond, right? We didn't have good role models for good work-life balance. We, we had, um... We had either, you know, role- leaders that were extremely directive and extremely do as I say, not as I do. Extremely, um...

And I say extremely, but I had extremes. Um, but really we know what works in this time with our children, with our clients, in our marketing. People want to be seen and heard, known and valued. And I think if we don't keep that lens on everything, our communication, being curious, how we're hiring, who we're hiring, defining the culture that we want within our company, even if it's just us to start.

If we're not clear on that, I think we get real sideways with following a lot of the things that we are studying and reading. You know, you can read about servant leadership and people leadership and, and all of these things and feel that tension between wanting to be that kind of person, but also only really knowing how to be directive and, and, and, um, performance-based.

And so I think it always starts with self-leadership. It always starts with caring for ourself and leading ourself well first. And, and I think that a lot of women don't know how to do that or haven't, haven't taken the time to do that well, learn how to do that, and that's a lot of the personal development I think that you and I both have to work on with our clients is, you know, are, are you, are you speaking encouragement to yourself?

Are [00:10:00] you equipped with what you need for the social, emotional, mental, physical, um, spiritual, you know, girding up that you need to perform well? Because once we do that, then we're in a better position to say, "I like me. I'm good with me. I know what I'm building, and I can carry this forward without that heaviness that I'm doing it wrong.

Somebody else is doing it better." That imposter syndrome that we talk about so much as business owners. And so I do see a lot of self-judgment, a lot of, um- Um, feeling the weight of only I can do this, nobody else is gonna do it right. So, so overwhelming burden becoming the bottleneck, we've used that word, in our business because we're afraid to delegate or we don't know how to delegate.

And so I, I think that that's, to answer your question, what I see a lot is that we as the leader of our business, we get to decide. We get to lead people where they wanna go, whether that's our clients, whether that's our marketing, whether that's our AI, whether that's our employees. We get to decide, so we've gotta be good with us first to make those decisions that are most aligned with what we say that we want

Janice Hostager: Hmm. How do you go about doing that? Now, I, I certainly have experienced the same thing. you know, especially if had high expectations for a launch or something like that, and it just didn't go the way I wanted it to.

TAMMY: Yeah

Janice Hostager: um, you know, my first inclination is to just berate myself and

TAMMY: Yeah.

Janice Hostager: you should have done this and this and this and this." And, and oftentimes, like when I work with this on clients, if they have a, a, a, uh, something that didn't go as expected, I handle it differently. I will say, "Well, let's look at the numbers. Let's see where things fell apart." I don't do that with myself. I just...

TAMMY: Yes

Janice Hostager: we're so hard on ourselves sometimes, and it just, it doesn't, doesn't help in the [00:12:00] long run. Yeah.

TAMMY: And I think we get to practice on ourselves. We get to practice on ourselves so that we are better for our clients, right?

Janice Hostager: Yeah,

TAMMY: and- Yeah ... we do, you know, we do need to love ourselves, take care of ourselves, lead ourselves well first so that we are the most equipped to do that for our clients, because that's really what works with people, right?

And being encouraging, equipping, empowering, those are, those are the, those are the words that I always come back to. Am I being encouraging, equipping, and empowering to myself and to other people as the leader? Because if, if we're putting, um, content out there that's very much a, "You're a dodo if you're doing this," right?

That's not encouraging, equipping, and empowering or, or leading with shame like, "Well, if you've done these things, you really need my help." You know, I mean, I, I think that for me that's a personal philosophy for leadership. You should always be encouraging, equipping, and empowering people to be the best version of themselves and to move towards a shared vision.

And so to your question, you know, how do we, how do we do this? Again, I can't say it enough. We've got to stop and reflect sometimes. We've got to stop and say, "Is what I'm building really what I want to be building? Now that I, I know better, should I be doing things better? Should I be moving towards different things?"

And so I mean, you and I know we're working on something together to help women do exactly this, but, but doing that daily reflection, what went well, what didn't get, go so well, and then really keeping a growth notebook, and this is what I encourage all my clients to do, like where do I need to work on something?

And so I have frameworks and all that just like you do for everything, but, but where do I need to work on something? So it's okay to say, "Hey, that didn't go well," but let's don't miss the lesson. Let's don't miss the lesson. Let's stop and record it and say, "Okay, that launch [00:14:00] didn't go well. What can I learn from this?"

And you know, you hear things like all marketing is testing. Well, that just frustrates the tar out of me 'cause that means I'm spending time and money on testing, like going to the doctor like, "No, just tell me what's wrong," right? And, and- Right ... but we need to do that reflection, and that's one of the practices that I really work on with business owners is like how often are you stopping and assessing What you've done today, what you've done this week, what you've done this month, and then of course, coming back to your strategic plan.

Making sure, making sure you have a clear design for what you're building, making sure you have a strategic plan, which is usually a year out of your top priorities. And then, you know, doing those 90-day check-ins, those 90-day planning sessions where you're saying, "Okay, if I'm really gonna get there, these are the things that have to be in place."

And then doing check-ins with yourself, and if you have a team, with your team, of course. But, you know, we need to... We get to manage ourselves like we manage a team as well. I think we just think, "It's all in there. I'm just gonna keep going. I'll just keep doing the things. I'm gonna get there eventually."

But really stopping and saying, "Did I work on the right things today?"

Janice Hostager: Right. Yeah, and you know, I think as business owners, we're so geared toward the numbers, right? The, the, the quantity. And this is what I do with, with a client who, i- you know, let's say they went through a launch, successful or not or whatever. Once we start... Especially if it wasn't successful. O- once we start looking the numbers, what happened at what point, we can see the problem, and we can see where things didn't go as we hoped or fell apart a little bit. And I think what you're saying, if what I hear you saying is that we need to do the same thing with these things that which seem like soft skills, right? Like did I, um, you know, d- I work on myself today? Did I work on myself this week?

TAMMY: Yeah.

Janice Hostager: Did I take time [00:16:00] to just th- think and plan and, and do these things that don't seem as urgent as the, the bottom line, but if you don't do that, your business is going to suffer

TAMMY: Yeah. Uh, we know, we know organizations that don't invest in their people, they have high turnover, it's very expensive. People are not engaged. They don't, they don't really wanna give their best. It's the same for us to ourselves. Like, if, if we don't encourage, equip, and empower, and I know I use those words a lot, but if we don't say to ourselves, "Hey, this went well today, I think we should keep doing that."

Equip, saying, "Gosh, I really... I don't know how to set up that messaging," or, or, "I don't know how to do that bookkeeping," or whatever it is in our business, you know? And then give ourselves permission to get equipped, and then we pick the class, and then we pick the advisor, and then we pick the coach, whatever it is that we need.

But we've gotta be super clear on what the gap is first. And so taking that time to reflect and saying, "Yes, this is an area where I either... and, and where I need to grow or I need to acquire new skills or I need to practice," and that's sort of the, the framework that I use for, for developing your growth plan is, it's, I'll just say it, LEAP.

But what do I need to learn or unlearn? E is what do I need to eliminate? A is what do I need to acquire? And that could be team or systems or books or training. And then, and then the P is people, right? And so... Oh, no, I'm sorry, the P, the P is actually practice. What do I need to practice? Because just like yoga or eating right or whatever, we, we get to practice those things.

So if it's giving your elevator pitch, practice, practice, practice, right? But keeping a, a notebook of where do I need to grow, and then scheduling time to actually work on those things. Most of us don't do that. We're like, "Oh yeah, I've got 1,800 books over there. I need to read those."

Janice Hostager: Ja

TAMMY: You know, those, those are gonna help me in some way.

But getting very specific about where your [00:18:00] gaps are as the leader, as the business owner, and then addressing them one by one, because oftentimes we think we're gonna accomplish way more than we can in a year. And, and they say, you know, you can accomplish way more in five years than you think you can and way less usually in a year than you think you can.

And that's because we haven't really done the planning, we haven't really identified the gaps, and we haven't really made a plan to address the gaps. We just think we're gonna push on through and figure it out as we go, which I'm very guilty of myself once... And, and the, the biggest strategy I think that helps is making sure that you have a regular rhythm of doing that reflection.

What is working? What is not? Where do I need support, or where do I need to do something differently? I mean, like, daily.

Janice Hostager: So what are some signs that the problem really isn't maybe lack of customers or sales, but something deeper in how the business is structured, like you're saying?

TAMMY: Well, I think the thing that I often have to remind myself is that, uh, and this is good reflection too, maybe quarterly or whatever, but to say, "I have helped people. I have gotten results with people. I am good at XYZ." Also giving yourself permission to say, "I am not good at XYZ, and I don't wanna be." Right?

And this is kind of where our partnership has developed because, uh, I don't wanna be good at all the things marketing, and you're good at all the things marketing, right? But in the beginning, you think, "Oh, I could help people with this and that and the other." But doing that reflection and

backing up and saying, um, you know, "This, this is, this is, this is me, this is what I offer, and this is what I help people with."

'Cause there are, goodness knows, enough people on the planet that will pay us for what we do. No matter what you do, there are enough customers out there. So your question was how do we know when it's not more leads or more customers? So, so the, it starts with knowing who you help and how you help, right?

And being really super confident in that. And sometimes we have to take a little bit of time to figure [00:20:00] that out. But, but looking at your... Not to go into all that depth about it, looking at your calling, looking at your purpose, looking at your strengths and, and what it is that you really wanna do in the world, the difference that you wanna make, making sure that that's what you're focused on.

That's the first thing. Um, because sometimes the leads that are coming in or the s- the, the conversations that you're having, they're not even with the right people . Right? You can be putting yourself in a room, say, for instance, you're going to Chamber of Commerce meetings, and you're really looking for, um, rocket scientists.

They're probably not there.

Janice Hostager: Yeah

TAMMY: So why are you spending your time and your money there, right? So, so again, I mean, your question was kind of like how do you know when sales isn't the only problem, right? And, and, and I think that we can, we can focus on what we think is the problem, and it's not really the problem.

Um, I think it's, again, going all the way back, making sure that every year you're, you're refining that vision of what you're building, your strategic plan. And when you start having disappointments, missteps, whatever in your business, then you're not getting the impact, the income, and the time freedom that you want.

It's going back to that vision and that strategic plan and saying, "Oh, I'm not really focusing on the right things anymore."

Janice Hostager: Yry

TAMMY: And then we get into whether it's your messaging or your ideal client, all of the things that you help people really clarify with your marketing work. But, but I think that, you know, you and I, uh, have been working on, you know, an ideal client.

It's like 25 pages long to describe this person. Well, if we lose sight of that person, then we start talking to all these other people that don't even really want what we're selling.

Janice Hostager: Yry

TAMMY: So it isn't about getting more people into the pipeline. It's about getting the right people in the right conversations that have the right challenges that we can actually help with.

Janice Hostager: Mm-hmm.

TAMMY: that answer? Yeah.

Janice Hostager: Yeah, and you answered my next question too, so perfect. So do you think, uh, as we get [00:22:00] older, do you think our definition of success changes as we move into different seasons of lives?

TAMMY: Yeah.

Janice Hostager: Do you think, um, um... So what happens when the business doesn't change along with it? So I would assume that a- as we change, our business needs to change too, right?

Especially for personal brand.

TAMMY: Yeah. Yeah. Well, I, I was talking to, um, uh, another, um I think she calls herself a consultant the other day, and, uh, you know, she gave me several examples of people that are later in life, they have adult children like us, and, um, and they're, they're not interested in just making a lot more revenue. They certainly aren't in a position where they're gonna transition completely out of the business, but they...

at some point they wanna be. But it became more about the relationships that they were having with their kids and with their spouse and, and their hobbies and this, right? And so that is changing the definition of success. Like, what do you want more of and what do you want less of? And if we are not changing that and just staying with what we've always done, we're, we're, we're very unfulfilled.

You know, especially, you know, if, if you've been raising children or you've had a corporate career and you're not doing that anymore, your definition of success should definitely be changing. And you know, for us, we define success as, um, you know, where are you feeling... and, and for me, my words joy, fulfillment, and freedom in your life and in your work.

You can have your own words, but you get to decide, you know, what does success actually look like? And, and it does change over time. You know, we, we can fill our life with lots of meaningful activity. Certainly raising four children was meaningful activity that brought me some mostly joy, fulfillment. Um, but I'm not doing that anymore, so I get to redefine what are those things that I wanna work [00:24:00] towards to bring me more joy, that fulfill me.

And I know, you know, it's gotta be different for everybody, so we get to step back and redefine it. And I think the people that miss that moment to say, "Ooh, I probably need to look at what I'm doing with my time, my energy, my relationships, my resources. Is this even what I want anymore?" And so I think in every significant season, we should be doing that.

I think we should all be doing it annually. I think the week between Christmas and New Year's is the week I always do it. It's a great week to do it, to just stop and say, "What do I really want for the next year, three years, five years, 25 years?" You know, maybe you have a, a vision all laid out and it's not changing, but it's certainly worth revisiting every year.

I think the other thing to consider is, uh, you know, making sure that you're addressing every area of your life. You know, I have the, the 10 facets of life, and you can use whatever categories you want, but, but really looking at not compartmentalizing. I think a lot of us that are professionals, high performers, raised to achieve, we very much compartmentalize work and life, and I think that that's an opportunity for us as we get older, too, to say, "Okay, I don't, I don't want work over here that I never talk to my kids and my spouse about, and I don't want, you know, my faith life to be this bucket and my friend bucket to be here."

Like we start to realize that there's, um, there's such limited capacity in our time and our energy and our resources. And so taking that holistic look at how everything integrates and coming up with the convergence points is really important so that when you decide where to spend your time and money, especially as a bus- business owner, you know, I talked to another gal, uh, a couple days ago, and, you know, she bootstrapped her business just like I did, and then when the [00:26:00] unexpected happened, her savings was gone because it had been put into the business, and she just really hadn't, like a lot of us, considered the impact of using resources now that maybe we might need later.

And so I think, you know, if you talk to any financial analyst or, or estate planner, like I've only recently started doing those things and, and, you know, it is important to v- take a very integrated look at your life so that your business supports your life. Your life isn't just existing around building your business.

Janice Hostager: Hmm. That's so good. Yeah, I mean, I know you, you had been bugging me for a long, long time to just get my goals down, my f- you know, just set five-year goals. And I'd be like, "Oh, yeah, yeah, I'll do it. I'll do it someday," you know? And, and I think especially as we get older, like you said, uh, you know, uh, uh, those, those times of transition, like when my went o- wh- when my last child went off, you know, off to college and, and suddenly it was just my husband and me, you know, and, and that's a transition point.

It's like, what do I want the future to look like? Well, now as we get older, I, I need to start looking into retirement, and what do I want that to look like? And, and it's so easy to stay on that treadmill and just keep going and going and waking... A-and, you know, sitting up one day and saying, "Whoa, where did it all go?" And I, y-you know, I didn't get any of the things that I was hoping I would get, and oftentimes those things are not achieved because we haven't made them a priority. We haven't looked at what's happening in our life, what's not happening. you

know, I, I think, uh, I, I know I'm not the only one that does this, so, um, I'm not gonna shame myself doing that. why do you think that so many smart, experienced business owners keep trying to solve problems by working harder or adding something new?

TAMMY: I think, you know, we're seeing that shift in the younger [00:28:00] generation, so gig economy, and if I don't like it, I'm not gonna do it. We, we... Not to be stereotype too much, but we see that there is this shift in thinking. But our, our generation, you know, in, in 40s, 50s, 60s, those of us that still have a business to build and have a legacy to leave, w- we, we don't know how to turn it off.

I mean, this is just what we've always done, and this is how we were raised. And, and even, you know, um, having parents that only speak about achievements, they don't speak necessarily about how are you doing really. And you know, some of this is, is from personal experience, but, but having those conversations about mental health and emotional health and spiritual health and social health, you know, those are, those are not conversations we had growing up, right?

So the conversations we had were around achievement. Where are you going? What have you done? What, what are you gonna accomplish when you get there? How many, how many, how many runs did you score? How much, you know, how long till your next promotion, right? So I think that we're just it's not bad to have an achievement mindset, but we need to have that growth mindset with it that says, okay, along the way, growth is not just about achievement of financial markers or academic markers or whatever they are.

It's about growing as a person, growing into the person that we're meant to become. And I think too often we stay stuck in that, well, I'm, I'm- I'm not enough if I'm not hitting these achievement markers because that was a lot of what was poured into us when we were raised. And, you know, we, we see it now even in, with, you know, online influencers and stuff, this sort of shift from, um, uh, uh, from just, um, you know, quadruple your income or whatever in a year to, to become the best you can be.

And I don't know. I mean, there's still a lot of the [00:30:00] hustle culture out there, whether they wanna call it that or not, that's just

Janice Hostager: Hundred

TAMMY: achieve, achieve. Um, but we know, I know, especially from personal experience, that I have hit my limit with physical health. I ended up in the hospital, you know, last year for four days because literally my vagus nerve just shut me down.

They thought I was having a stroke and a heart attack. Thank God I wasn't, but, but the stress of everything that, that trying to be everything for everybody and achieve everything, it just hit the wall. It just shut, literally shut me down. And, and I've talked to more women lately that they're like, "Oh yeah, I had like this," or, "I had my crisis of health that looked like this."

And, and I think to your question, like, that is all from holding tightly to that achievement, be everything for everybody and do the best you can and make sure you look good sort of mentality, whether we wanna own it or not. And I think the solution to that, again, is backing up and saying, "What do I want my life to look like?"

And not just look like, but feel like. When I ask people to create their five-year vision, they're like, "Well, I don't know what kind of house or how much money I..." I'm like, "No, don't, don't, don't think about that." Like, how do you wanna feel when you get there? When you think about your , what kinds of things do you wanna be able to say?

Like, "Oh, I can stretch. I can keep up with my grandkids," you know? Uh, you know, what is it that you want to feel and think when you get, excuse me, to that vision? Because I think that's where we have to be careful not to say, "Well, I'm gonna be making this amount of dollars. I'm gonna have, you know, I'm gonna have this amount of kids.

I'm gonna have this amount of grandkids," because we can't control all those things. We cannot... We can work towards the vision and the outcomes. We can't control the outcomes. You and I both have had major disruptions in our life that were unexpected, and most people, most people, uh, have major disruptions [00:32:00] outside of their control.

So the best we can do, I think, is really think about what are we working towards and how do we wanna feel when we get there? How do we think about things when we get there? What do we wanna believe when we get there? What do we, what do we think and believe and feel today that is gonna continue to move us that direction?

And I just wanna touch on this. So, so we talked about, you know, um, fear How do you know when to sort of shift your vision or when it's time to sort of shift what success looks like? And, and I just wanna encourage everybody, you know, there's three reasons that people change. There's three reasons. There's also three reasons why people pay you to help them.

And, and those three reasons are the pain is too great to stay where you are, the desire for something else is so great that you're willing to change, and then the third one is there's unexpected things that happen, whether that be a death or a divorce or, uh, you know, some financial calamity or, or, you know, some illness or something, right?

So there's three reasons why we want to redefine success, but why we want to pivot or change in any area of our life. And, you know, weight loss is always an easy one. But, you know, when you get to that doctor's appointment and they say you're on the obese or, or that, you know, your cholesterol is high, right?

Like, that's something that is... You get to decide if you wanna live with or not.

Janice Hostager: Yry

TAMMY: I think same in our business, and it's the same when i- if you are impact driven and you wanna help people, you've got to understand why they want to change and why they're willing to pay for it now. And that gets, you know, more into the ideal client and more into the marketing.

But, um, I might have lost sight of your question a little bit. But just

Janice Hostager: it's great

TAMMY: think it's really important that we understand that. You know, whether we're building for ourselves or we're trying to grow ourselves, we get [00:34:00] to understand, like, what are our desired outcomes? What is it we're no longer willing to live with?

And what is it that has affected me that's outside of my control that I just, I need to do the best I can? And you know me, I've certainly had a lot the last nine years outside of my control that majorly impacted my ability to move forward in the way that I thought I was going to. But I held the vision, I held tight to what I was called to do, and I did the best I could to navigate with all the competing priorities, which is a very, very big struggle for business owners.

Competing priorities, right? That's something people with a lot. And the way that you deal with competing priorities, again, go back to the vision, go back to the plan. You get to adjust the vision and the plan anytime you want to, but sometimes we just to be reminded of what it was to begin with. And you know this from helping people build out their strategic marketing plans.

Like, you look up and be like, "Well, that's not really what you said you were gonna do in the first place, but okay. Why are we doing that?" Right?

Janice Hostager: Mm-hmm. Yeah.

TAMMY: All your clients are on LinkedIn. It... Whatever it is.

Janice Hostager: Well, when everything feels important, it it hard to out what you should be focused on, right? So

TAMMY: Yes

Janice Hostager: I think that was a great example of, you know, when you feel pain is when you're ready to make a change. And for me, it was a season of just, of burnout. I, I just, I could hardly get out of bed in the morning, kind of just to keep going. you know, I realized at that point, after taking time to really, you know, have a date with myself, you know. Um, I have a friend that, y- you know, she would say, "Have some Janice time." And, uh, that's so important. We don't value that as, as a culture. We don't value that as business owners. But if you don't do that, you can't figure out what...

You're not gonna be able to figure out what it is that is lacking in your life. once you start doing [00:36:00] that, the important things start rising to the top. my case, it was also my health. Not

that I was sick necessarily, but, um, I would when I had time. And as any entrepreneur knows, your calendar will always fill up with something other than a workout.

TAMMY: Yeah

Janice Hostager: So I really made it, like, it's on my calendar now. My workouts are on my calendar three days a week, and I do not those times for any client. I mean, those are in r- in stone, right? So things like that, where it's like, okay, how do you figure out what deserves my attention right now? It really does take that time to think it, think it over, to do that five-year plan, to do that assessment, and kind of go from there.

So it's such an important message, I think, for all of us.

TAMMY: I think the, I think the, the beautiful thing that you just mentioned too, that's part of the reason that we're entrepreneurs. That's part of the reason that we own our own business, 'cause we can say, "I wanna work out at 10 o'clock three days a week," and schedule our calendar around it. And but you have to know that that's important.

You have to decide that that's important. You have to make the decision that that's a priority for you. And, and the other piece of that too is that we also get to establish rhythms and habits and routines that are non-negotiable for us. So this isn't like a, "Oh, I need to recheck what I'm working on again today," every day.

I mean, it- we need to reflect every day. I do believe that that's very important. But once we start deciding what's most important, what time of day to exercise, when to eat, what to eat, you know, how o- what self-care even looks like, how often to do your hair and your pedicure, you know, whatever that looks like.

I mean, even just if putting on your hair and makeup... Putting on your hair. Putting on your makeup and doing your hair helps you perform your best, make that a habit, a rhythm, right? Like, I think that we get going, and we don't stop and reflect. And again, I'm big on morning [00:38:00] routine. I'm big on evening reflection, so all of this is now built in to my habits and behaviors.

But I think that, you know, we, when we're in that achievement mindset, when we're in that striving and hustling and we just gotta get it done as fast as we can, we miss some of those things. And in the end, it really doesn't pay off. In the end, it really does slow us down, because we end up sick or frustrated or burnt out or overwhelmed.

And so yes, that's the, the well-integrated life. I'm so passionate about that, and keeping our wellbeing at the top of what we're building with our business

Janice Hostager: Well, thank you so much, Tammy, for being here today. I, I loved this conversation. I think, uh, it resonates with so many people out there and so many

entrepreneurs, uh, especially women. And, uh, I just appreciate you taking the time to, to talk to us.

TAMMY: You know, we could sit around and talk about business and, and how to have a better life all day long. So I'm just glad for the opportunity to share it with your, your listeners. Thank you.

JANICE: That conversation really hit close to home for me. Maybe it did for you too, but here's what I hope you take away. Number one, someday isn't a plan. If you're waiting for the business to get there before you take time off or see your family or work out, it won't happen. Put it on the calendar now.

Number two, reflect like a CEO. Tammy's questions are simple. What's working? What's not? Where do I need support? Ask them daily, check in every 90 days, and take a bigger look once a year. And number three, it's not always a leads problem. Sometimes it's not more people you need.

It's the right people and the right conversations with problems that you can actually solve.

For more information about Tammy or anything we talked about today, visit myweeklymarketing.com/179

As always, if this episode was helpful for you, consider following and sending this to a friend who could use it too. Thanks so much for joining me today. I'll see you next time. Bye for now.