

Transcript for Episode 200: The Truth About Business Growth: What 200 Podcast Episodes Taught Me About Growing With Ease

Jessica Miller

00:03 - 00:17

Hello, it's your offer podcast. Welcome to the 200th episode of this podcast. I cannot even believe it. I have to say I'm almost speechless.

Jessica Miller

00:17 - 00:51

I hit the record button today and it really sank in that here we are 200 episodes later together on this journey on the airwaves every week for three years. Unreal. I cannot believe it. I am so excited to talk to you today about this journey, both from the perspective of a podcast host, but also as a business owner just like you, and a human being, and a consultant, and a coach, and someone who has had many, many conversations with many incredible

Jessica Miller

00:51 - 01:27

people, just to talk to you about some of the things that have really stuck out for me. I want to first open by saying that I am so grateful and I am so filled with gratitude and thankfulness for every single person who is part of this endeavor. If you're sitting here hearing my voice, if you shared the mic with me on this platform, if you gave me ideas for things we could talk about, if you shared your heart about what was going on with you and your business, and it gave me inspiration for something to put into one of these episodes.

Jessica Miller

01:27 - 02:07

If you were one of my clients and we worked through something and it became just a little seed of something that we created on this podcast that other people could benefit from, I am so grateful for you. And I want you all to know that collectively the impact that we have had through this podcast and through this time together has been so huge It's almost hard to even wrap my brain around it. Yes, there are the immediate things and the immediate impact of somebody listening to the episode or someone you're talking to coming on

the podcast or you know, a topic that we're discussing, but the ripple effect of that is so huge. And I think when I started, I didn't really understand that.

Jessica Miller

02:07 - 02:23

I came on here because I felt like I had something to share. It was such a cool platform. I love speaking to people. And I thought this was a way for me to really give people something valuable and to bring other people into this fold that also can offer something of value.

Jessica Miller

02:24 - 02:56

I had no idea that 200 episodes later I'd still be doing this or three years later I would be sitting in front of the same microphone talking about the things that are really powerful and that matter to people and that have shaped how they grow their business. It was really something I just loved. I went with it and here we are. And I can't tell you how much it's meant to me and to the people that I know have listened to and benefited from this, that we've all collectively been together to create this.

Jessica Miller

02:57 - 03:27

So, coming back here today on the mic and talking through what are the things that stand out the most for me over these 200 episodes? What are the things that, when I look back over all of it, are what I have learned about being a business owner, what I have learned matters to all of you in the quest of growing your business in a way that feels aligned and it feels like a hell yes and it feels easy. and it feels exciting.

Jessica Miller

03:27 - 04:02

It's something that can have so much like power and influence in your life through your business, but yet it feels in flow. It feels easy and it becomes a vehicle to allow you to do amazing work by really doubling down on the stuff that matters and the stuff that actually makes a difference in the outcomes that you want to produce. So, I sat down and I journaled over this for a little bit and went back into some of the episodes and listened to them again and it was so awesome and so cool to see the things that are very consistent and also to see the things that sort of changed a bit over time.

Jessica Miller

04:02 - 04:23

Where was I when I started this and where am I now? I think many of you who have been listening to the podcast for a long time, you know that this podcast actually started as the Practical Mindset Podcast. Do you remember that for all of you? Or even if you actually went back and listened to this from the beginning, maybe you're newer, but you're listening to old episodes.

Jessica Miller

04:23 - 04:39

The intro was around the Practical Mindset podcast. When I started, it was very, very much focused on the internal game and mindset and what that created practically in your life and your business. I can tell you all of that still holds true today. Those things are so important.

Jessica Miller

04:39 - 05:13

But over time it evolved for me when I started working with people and understanding, you know, what was this thing in their business that really created the most result in momentum? What is something that they could sort of own and hold in their hand that it was so powerful and really drove and created the momentum and the flywheel in their business to allow everything else that came after and around it to be more powerful and more potent. And that was the offer, their offers, the products and the services that you all share with the world. And I was so intrigued by that.

Jessica Miller

05:13 - 05:40

I was intrigued by the interconnection of like the thing, the tactic, the actual product and service that you sell, but how so much of what you think internally about it, your energy connected to it, and the brass tacks of the positioning of that, how when all those things come together, it is like a rocket ship. It's so great. And so, it evolved into this focus on your offer.

Jessica Miller

05:41 - 06:09

But it really was a compilation of all of the things that I thought were so important, which were, you know, your energy, what's going on inside of your brain as a business owner, the things that light you up, how do you put them together in a really strategic and powerful way? How do you simplify and really

create potency around the things that you do? So, you're not trying to do all the things, you're doing the things that really matter, both internally to you as a human being, but also matter in your business to create the outcomes that you want.

Jessica Miller

06:10 - 06:39

And thus, the pivot of the It's Your Offer podcast was born. And through like the awards that we've won and the accolades that we've gotten and the places where people have talked about us, it's just been so, so incredible. I can't even really put it into words. which is kind of a rare thing for me to say because I feel like I could always put something into words but it's been awesome and again it is thanks to all of you for being part of this because yes, I might be the mouthpiece for some of

Jessica Miller

06:39 - 07:01

it but it's all of us that make it what it is and it's just been so cool. So today on the 200th episode, I want to talk a little bit about, you know, what stood out to me, what I've learned through these three years and these 200 episodes and the people that I've talked to and all the things and the interactions I've had with all of you. I want to talk a little bit about that.

Jessica Miller

07:01 - 07:27

And we're doing something super fun for the 200th episode, and I want you to hang in there. We'll talk about it at the end. But it's cool, it involves you, and it is about creating more impact and sharing this with more people and getting that momentum and that energy that exists within your businesses into the forefront of your consciousness and allows you to see where those opportunities are. So, let's get excited for it, because I'm super thrilled about it.

Jessica Miller

07:28 - 07:54

And I'll tell you more about that at the end. Okay, so talking about this personal journey of 200 episodes and the things that stand out. And as I said, like as a host, as a business owner, as a human being, really as an observer of what creates momentum in your business, and you know, it is my mission in life as a human being, to help people do the things that they are doing that matter better.

Jessica Miller

07:55 - 08:30

It allows them to grow a business faster and easier. It allows us to take our most important resources of time and energy and money and really have them in an abundant way to use for the things that we want and not waste them. So, these reflections on observing like what really creates that momentum, it's all part of what I'm about to share. So, the first thing I want to share is, as I mentioned, you know, the evolution of this podcast into talking about offers, because it was something that I saw that was such a powerful, powerful profit lever in people's business.

Jessica Miller

08:31 - 08:44

I loved it. It was such a hell yes for me. I love working through these offers with people. Part of my hell yes offer of creating a hell yes offer in a day with you was created out of all of the things that I talked about.

Jessica Miller

08:45 - 09:10

How do we get people results really fast? How do I lean into what is hell yes for me? How do I listen to what my clients were telling me about what they needed and package that into something so powerful, which is like, let's do this right now in one day and get you that hell yes offer. So, the idea of your offers, and the reflection of point number one, that your offer really drives everything.

Jessica Miller

09:11 - 09:28

It drives everything. It is the epicenter of your business. 200 episodes later, the most successful business owners that I have spoken to have one thing in common. They know what their Hell Yes offer is, and they build everything around it.

Jessica Miller

09:29 - 10:01

When you ask them what lights them up in their business, when you ask them what is generating the momentum that is driving everything forward, where are they making their money, where are they engaging with their most awesome clients, how are they helping humanity, they know what their hell

yes offer is, and it is their North Star guiding principle in their business. It's not to say they only have one offer, because most businesses do not just have one offer. Some do, great, but many businesses don't.

Jessica Miller

10:02 - 10:34

But it is about understanding what the hell yes offer is for them in their business, and using that, as I mentioned, as the epicenter of their business. using it to inform what they're doing, where they're going, who they're touching, what comes next. It is that thing that is creating the momentum and the clarity and the focus that allows them to build a business around it that has momentum and ease and a whole lot of productivity because we want to produce things, right? We're entrepreneurs.

Jessica Miller

10:34 - 10:50

That's what it's about. And it's a beautiful thing. It gets really hard when it's a huge lift or it's disjointed or we're having to have 45 balls in the air to do it. But the most successful business owners, they know what their hell yes offer is and they're building around it.

Jessica Miller

10:51 - 11:38

And really, I would say the sort of the tagline out of that, if I could boil it down into one thing, it's that the clarity, the clarity around what is important to them, what that hell yes offer was creates ease and the simplicity creates scale. So, when you know exactly what is important in your business, what those priorities are, what those profit levers are, then it makes everything else easier. And when you keep your operations or those back ends or all the pieces that are connected to that simple, you can grow and scale very easily. And that is a huge, huge upside and positive piece of having a business that's thriving, is that it's built off of that.

Jessica Miller

11:39 - 12:15

So, your offer drives everything. And knowing that what is hell yes for you, what is your hell yes offer, and then having that be at the center of your business has been a common theme that I have seen through all of the successful entrepreneurs that I've had on my podcast. and that I have also come in contact with. Because I'll tell you this, when you're at a networking

event or you're on a Zoom call and you come into the space of an entrepreneur, a CEO, a founder who is operating a business like this with that clarity, with that offer really in the epicenter of their consciousness,

Jessica Miller

12:15 - 12:27

you feel it. There is just this sense of ease and clarity and just groundedness that comes from those people. And that also affects everybody around them. We learn from them.

Jessica Miller

12:27 - 12:35

We emulate them. The people that are part of their world grow because of it. It's so powerful. So, first thing is your offer drives everything.

Jessica Miller

12:36 - 13:04

Know what your hell yes offer is and build everything around it. The second thing is around this concept of hell yes. So, I remember when I first decided to call this the hell yes offer, I was actually working or I was part of a mastermind with Todd Herman who is amazing and he was one of the first guests on the Practical Mindset podcast. He has one of the most listened to episodes on the podcast.

Jessica Miller

13:05 - 13:11

His work is so powerful. If you don't know him, you need to go check him out. The Alter Ego Effect is his book. It changed my life.

Jessica Miller

13:11 - 13:34

That's how I found him. I was in his mastermind and I was telling him that I had this epiphany that I wanted to focus in on offers. and I was calling it Magnetic Offers, which was very cool. But together we sort of came around this place of like, I want an offer, I want to help people create offers that make them say hell yes.

Jessica Miller

13:35 - 14:26

And I was so afraid to like go out onto the airwave and use the word hell to say hell yes. I mean, I'm not one who really like sort of curses on podcasts much or things like that, but it just so perfectly captured my own energy and the energy of the offer is and a lot of times as business owners, it is the thing that we don't put in the forefront. It's kind of the afterthought or it's a side note, but it is not the thing that actually creates sustainable growth and profitability at the forefront of our brain.

Jessica Miller

14:27 - 14:46

It's just kind of there. But I actually think that your energy is your edge. And when you infuse that into everything that you create, and when you watch your energy as an asset, that is part of growing your business. You change the way that you create things.

Jessica Miller

14:47 - 15:09

And your most sustainable and profitable growth, in my opinion, has nothing to do with hustle. We want to think that because that's what society is telling us, like work harder, work more, do more things. Like, if only I had the energy to do all this stuff. But the truth is, you don't need to have the energy to do all the stuff because doing all the stuff and the hustle isn't actually what creates.

Jessica Miller

15:10 - 15:21

that sustainable profitable growth. It is your aligned energy. It is your hell yes energy. It's the flow and the momentum that comes when you are really locked into the stuff that lights you up.

Jessica Miller

15:21 - 15:56

And that alignment and the rest and the energy management that comes with being grounded in that energy in that very focused aligned energy is a whole different ballgame than being in hustle. When you're in hustle, you're pulling from a reserve, in my opinion, that is limited. That is why people burn out because they're grasping from the surface level, like muscle through energy. And I just want to say as a side note, like this is not to knock that energy because sometimes, speaking of cursing, like we need to get shit done and we got to do it.

Jessica Miller

15:56 - 16:23

And we are pulling from that reserve and it's awesome. But sustainable growth and profitable growth comes from this deeper well of energy that comes when you are aligned, when you are clear, when you are creating something that you're excited about, when you understand the impact that you have. And that energy really is your edge. It's the thing that only you can tap into because it's so unique to who you are.

Jessica Miller

16:24 - 16:45

When you do that, it becomes like a lightning rod. And not only does it become a lightning rod for you, it's those moments where we're like, I'm doing all the things and I don't even know where this energy is coming from because it's deep and I feel like it's sort of this universal energy. But the other awesome thing about it is that it is magnetic. It brings in those people who are hell yes about these things too.

Jessica Miller

16:46 - 17:18

And so that energy of making sure that you're being mindful about what you're saying yes to, thinking about the things that you're selling and that you're putting your time toward, the places you're hanging out, the fuel behind the business comes from this deep place of, as I keep using this word, alignment, but it's energetic alignment. And you wanna guard your energy like it is a business asset because it is, and it is one of your most powerful assets. And it is also the thing that differentiates you.

Jessica Miller

17:19 - 17:36

Because what you're hell yes about, the things that you connect with, how you talk about that, is different than anybody else. And it's awesome. And when you use that as like the tailwind behind your business, everything changes. And so, your energy is your edge.

Jessica Miller

17:36 - 17:51

And that is something that I have seen over these 200 episodes. I have seen the people that have come in and that are really excited about what they're

talking about. They are connected on a deep level to their ideal clients. They are out there in the world with a mission that they are unapologetic about.

Jessica Miller

17:52 - 18:06

and whether they're like cursing on the mic or whatever, they're out there and they're out there in a genuine way. I think that's the other piece that you notice about people's energy is that they're not trying to prove anything to you. You don't have to agree with them. They're not there to change your mind.

Jessica Miller

18:07 - 18:23

They're just who they are and their energy is leading the way and it's very deep and it is a huge asset in your business. Your energy is one of the cornerstones of everything that you create. Make it a hell yes. And when it is, it will carry you forward for sure.

Jessica Miller

18:25 - 18:32

The third thing that I have learned is that growth loves focus. And we talk so much about clarity on here. We talk about growth. We even talk about focus.

Jessica Miller

18:32 - 18:57

We talk about ease. But when you can channel where you're putting your attention and what you're doing into a focused strategic plan and direction, everything after that just flows. I've had guessing clients on this podcast with access to endless opportunities. Even one of my mentors, her name is Laura Meyer.

Jessica Miller

18:57 - 19:15

Totally check her out. She's amazing. She taught me so much about consulting and what I've built for my business right now. But one of the things she said to me one day, which was amazing, she was like, Jess, sort of like 85% of the things that come across my desk that are not in alignment with what I'm doing and the work I'm doing, I say no to.

Jessica Miller

19:17 - 19:34

So, I have had people that have come into my world that have spoken on this podcast that have had endless opportunities to do all the things. And the ones that win are the ones who stay laser focused on one thing at a time. They know where they're going. They know what their next best opportunity is.

Jessica Miller

19:35 - 19:56

And they are laser focused on that. And when we can stay in that lane, and we can stay intentional to the thing that we know are moving the needle, we create so much expansion and abundance. You know, people like they knock constraint, they knock like the saying no to things. But I'm telling you, it is like the promised land.

Jessica Miller

19:57 - 20:21

Because when you focus in, that constraint creates expansion. It creates creativity. It creates all of those things. And for my consulting clients, I have seen this quite a bit, and definitely for my Helios offer clients as well, that part of my role in helping them is helping them just stay focused on the things that they know they need to do and want to do that

Jessica Miller

20:21 - 20:49

have the biggest impact on their business. And it's not like, you know, shoehorning them into it. It's just sometimes reminding people and keeping them connected to the plan and to their goals and the levers that matter the most so that they can free up all that other time and energy that would actually be, you know, churn in their business if they started to go off of like all these things that actually aren't the most important things.

Jessica Miller

20:51 - 21:01

So, focus is a profit lever. It is a profit lever and it's a powerful one. And saying no is a strategy. It is a strategy.

Jessica Miller

21:02 - 21:30

It also becomes a habit and an identity of who you are. When you start to train yourself to show up as a CEO or a founder that only says yes to the things that

matter and says no to everything else, you are in for a breakthrough. You are breaking through because it is hard and we are not conditioned to do that. We're conditioned to look at all the things, look around us, be in the noise, be on LinkedIn, look at all the things that are happening, you know, the next shiny object.

Jessica Miller

21:31 - 21:54

Like if you become the person that's like, I actually don't need like 80% of the things that are gonna come into my world. I just need the 20% that actually moved the needle. Like that focus really does become your profit lever and one of the most liberating ones you could ever have. And the more that we talked about this on this podcast, the more people came onto the show and shared about that.

Jessica Miller

21:55 - 22:17

And we would see testimonials and different reviews and things where people are always talking about that. I will tell you that the look on some of my clients faces where we create the plan for them and we look at them and we're like, this is your best opportunity. This other stuff is great, but it's not where you need to be focusing right now. You can physically see the relief.

Jessica Miller

22:17 - 22:39

you know, come over people's face. It's like they like grew five inches taller because the weight of all of those things is just released and they get to focus on the stuff that matters and it's huge. So, growth loves focus. It loves it and it's really a powerful profit lever that every single person should dive into for sure.

Jessica Miller

22:41 - 22:56

The next piece is around all the back-end stuff in our business. You know, we talk a lot about that. I talk about how the back end of your business is blue ocean. We're very, very hyper focused as entrepreneurs on traffic and on generating demand.

Jessica Miller

22:56 - 23:05

And those things are super important. But the real gold is what's already in your business. It's the pieces that you've worked so hard to create. It's the customers who love you.

Jessica Miller

23:05 - 23:34

It's the offers that you have and how to mine those things for more impact. And in order to do that really well, you have to create systems in your business. You have to create those standard processes and those standard procedures that allow you to move things through your business and repeat them in a very powerful way. We call those things, outside of calling them systems, we call them repeatable assets.

Jessica Miller

23:34 - 24:19

Because when you create those things, you then can create predictable outcomes in your business, predictable revenue in your business. You can create ease; you can create speed because you've now taken these pieces and systematized them so you could streamline and then you can run them over and over and over again easily. And when you do that, you are able to create the results that those assets produce on demand. And when you have a business like that, that knows which assets are the most important, they are measurable, they are creating something predictable, then every time you want that outcome, you just put one of those things into place.

Jessica Miller

24:20 - 24:58

And what it does is it creates a business where you need to do less and you make a whole lot more because it's creating so much more ROI on the back end from the inputs needed because the assets are now optimized. So, in a business that's growing, especially a bigger business where we have a team and we have many offers and we have things that are going on, your systems make or break your sanity. The highest-earning, calmest entrepreneurs, like those people who are in ease, they run on rinse-repeat systems. They run on those repeatable assets.

Jessica Miller

24:59 - 25:32

And especially in the world of growth, we're talking about systems around sales, marketing, delivery, things like that. that allow us to connect with our

clients, get our offers in front of them and get them through that customer journey in a way that feels amazing without having to do it manual every time. Every time. This is to me, it's like, it is the key to utilizing your human resources in the most powerful way, and then systematizing everything else.

Jessica Miller

25:32 - 26:09

When we're in a place where we have to do everything manually, guess what happens? You're either paying for it by you doing it all the time, so you're paying for it in your sanity, in your time, and even, frankly, in your bottom line, because when you're doing all that stuff, you're not doing something else, or you're paying for it by hiring a bunch of people that are inefficiently doing it manually. Instead of having a process, inserting your human resources where you need them and getting them out of the places that you don't need them, and then leveraging software, automation, whatever it needs in those places to the extent that everybody flourishes.

Jessica Miller

26:09 - 26:23

Like you flourish, your team flourishes, your clients flourish, like it's a love fest. And I love love fests because I talk about them all the time. Who doesn't want a business or an ecosystem that they are creating where everyone's friggin winning? It's like awesome.

Jessica Miller

26:24 - 26:43

Well, systems are the superhighway to that, okay? And they are a way for you to mine that blue ocean on the back end of your business. If I, again, if I was going to come up with sort of like a little mantra for this, you know, reflection, it would be like systems are the self-care for your business. They are the self-love.

Jessica Miller

26:43 - 27:08

They are the love fest. Like they are the thing that makes everything better to free you up for the things that you want to do or that your team needs to do, that we don't want to be bogged down in recreating the wheel every single time. And then I would say, last but not least, is this idea of this internal game. So, I shared in the beginning that, you know, when I started the podcast, it was called the Practical Mindset Podcast.

Jessica Miller

27:09 - 27:36

And the reason that it was focused on that was because I was so blown away, and I still am, about the power of our brains, like the power of our minds. All of our success, all of our growth, all of our identity starts in our head. It starts with what we think. And I think we all hear the tagline that, you know, being an entrepreneur, it's an internal game.

Jessica Miller

27:37 - 28:09

And I think we get that intellectually. But I think until we've gone through some of the tough hurdles in our business, whenever that happens, it could happen soon after we start, we could be in business for 10 years. But it's not until we go through those identity shifts and the shifts in our businesses and the shifts in the marketplace and just like sort of life happening around our business, that we really understand how much what we think and our internal mindset, how much that is part of our results.

Jessica Miller

28:10 - 28:46

and how a beautifully built thriving business is a combination of the internal game, your mindset, the brass tacks of your business, meaning the systems and the frameworks and the plan and the identification of the things you need to focus on those profit levers, and then underpinning that, the ability to actually measure those things. We understand that that mindset piece is it is the engine behind all of the other stuff. You could have a perfectly orchestrated business.

Jessica Miller

28:46 - 29:11

You could have the plan and the framework and all of those things. And if your mind is not on point with where you wanna go, if you're suffering from crippling lack of confidence, or you are insecure, or you think it's never gonna work, or you think you're not good enough. And by the way, I have been all of those people. And if you're listening to this, I'm gonna guess you probably have been too at some point in time.

Jessica Miller

29:13 - 29:53

If you're in a place where all of that is breaking down, it doesn't matter how great your plan is, it is going to totally suck. You are going to show up as a totally different person and the things that you create from there are going to be vastly different than if you are in the place where your mindset is on point. And not only do you need to have those things, but I believe this is a foundational piece of business that you have to have in order to actually be living the business that you want. Yes, you can have a business that maybe is making money, or you have some clients, or it's like going on the day-to-day hamster wheel.

Jessica Miller

29:54 - 30:24

But I promise you, it will not be the thing that you truly want. you won't be thriving in it. You'll be doing it and going through the motions and it will be painful and it will suck. So, this idea of mindset as a foundational piece is so important but I want to say when you put the time and energy into being the person that you want to be, being the person you need to be to run the business that you want, being the person

Jessica Miller

30:24 - 30:59

that attracts your ideal clients, that puts work out into the world that you're proud of, when you lock into that and you spend the time on cultivating that, it is a multiplier in your business. And a lot of times, again, we kind of shove these things to the side because they're not in front of us like something we're holding in our hand, just like our energy, but it is ever present. And what's happening in your brain and your mindset is huge. And over these 200 episodes, I will share with you that There have been times where I have sat down to this mic and I'm like, what the hell am I going to talk about?

Jessica Miller

31:00 - 31:17

Or I don't feel like doing this. Or I am up against the deadline. Thank you so much gratitude for my amazing, I call her the tech boss, okay? My tech boss, LaKenya Kopf, who has produced this podcast and edited it and put it out into the world.

Jessica Miller

31:17 - 31:27

I mean, I would not be on these airwaves with you if it was not for her. And if you ever need a tech boss in your business, she's amazing. Okay, amazing. You need to go and reach out to her immediately.

Jessica Miller

31:28 - 32:09

But I'm up against that deadline where LaKenya is like, 12 o'clock, Jess, either you send it over or it's not happening. Where I've been like, I don't know what to do, you know, like I'm in that place. But I have dug deep to create the confidence, the boundaries, the positive thoughts, all the things that get me to show up as I want to. And when I get those, like reviews and feedback and comments and emails, when my guests come on the show and talk about their journeys, and I and I see what they're creating, and I'm watching them, the ones that really double down on how they want to show up,

Jessica Miller

32:09 - 32:39

who they want to be, making sure that their mindset and their internal journey is something that they really, really lean into and hone. Those people, they create something that is based on not just a nice to have, it is really an integral part of their business and it is the hidden engine in every thriving business. And it is really, it's really an awesome thing to see. And it's not an afterthought.

Jessica Miller

32:39 - 33:08

So, you know, who you are being determines what your business becomes. how you show up and the things that you think about yourself, the work you're doing, the people you're helping, you know, all of that is what creates your outcomes. It also allows you to step up as someone who embraces and claims their hell yes offers. It allows you to get on the stage that you need to get on in order to be visible to the people that need to find you.

Jessica Miller

33:08 - 33:27

It's all of those things. It allows you to go out on a limb and lock arms with other awesome people and to go into partnerships with them and share a microphone with them and invite them into your house or your podcast for your, you know, for the things that you want to create in the world. And it is an awesome, awesome, awesome multiplier.

Jessica Miller

33:28 - 34:11

And I think, again, when we've had those moments where, you know, maybe there are things that are going on in our life and in our business where we're just kind of being tossed around or there's a pandemic or whatever, there's a million things. We really start to see the power of mastering our mindset. We start to see the practical output of our mindset and how that impacts everything we do and it can be a really really powerful lever to create everything that you want to create. And that is something that I've absolutely seen in all of the feedback that I've gotten, in the guests that I've had on, in the conversations that I've had on this podcast.

Jessica Miller

34:11 - 34:34

The business owners that have figured it out, it's not just a nice to have in their business. It is a cornerstone and a foundational block of what they have created in order to make everything after that in their business just that much stronger. So, as I mentioned, you know, just sort of to recap, your offer is driving everything, right? Create that hell yes offer.

Jessica Miller

34:34 - 34:44

Know what it is. The most successful business owners, they know what their hell yes offer is. They know what they're excited about and they're building everything around that. Your energy is your edge.

Jessica Miller

34:45 - 34:49

Protect it. Lead with it. Embrace it. It's what makes you uniquely you.

Jessica Miller

34:49 - 35:04

It's what infuses all of those cool things into your business and into your daily practices, into your offers. And people are emotional, energetic beings. So that's what they're picking up. So really make sure that you remember that it's your edge.

Jessica Miller

35:04 - 35:09

Growth loves focus. It totally loves focus. Don't do all the things. Do the right things.

Jessica Miller

35:09 - 35:19

Do the things that matter the most. Find those profit levers and lean into them. Focus on the things that really move the needle. Systems make or break your sanity.

Jessica Miller

35:20 - 35:40

You don't want to be doing things manually. You don't want to be recreating them. You know, strong business owners that have a business that's streamlined, they know where to use their resources. They understand the systems to have that create those repeatable assets on the back of their business so that business is easier, it's more predictable, and they can really generate those outcomes on demand.

Jessica Miller

35:40 - 35:50

And that's really where it gets so good. And growth starts in your brain. It starts between your ears. Your mindset, being on point, is not a nice to have.

Jessica Miller

35:51 - 36:10

It is one of the key things that actually allow you to create the results you want. It's that hidden engine. And it's very, very powerful. So, make sure that you're on that road of mastering your mindset to really be in line with all the things that you want to create.

Jessica Miller

36:11 - 36:21

And like I said, I've seen this over and over again over all the years and the episodes that we've done here. People have that on point. You can feel it. You absolutely can feel it.

Jessica Miller

36:22 - 36:32

So, what does it mean going forward here? 200 episodes and what's next? Well, I will tell you a couple of awesome things. First of all, we're going to keep going.

Jessica Miller

36:33 - 36:41

And I don't know how long, maybe 200 more episodes. After today, I'll be here at 400 episodes. I was like, you remember the 200th episode? We didn't know how we got there.

Jessica Miller

36:41 - 36:52

Well, here we are at 400. We're enjoying the ride, and we're going to keep doing it. And we're going to keep putting this valuable information out into the world for all of you. And we love hearing from you.

Jessica Miller

36:52 - 36:59

We love impacting your life. So, we're in it for another 200 or more. So here we go. That's what we're going to be doing.

Jessica Miller

37:01 - 37:22

We also have some really fun things that we are going to be rolling out in the next couple of weeks. So, what we would love you to do is this. We're going to have some fun and celebrate the It's Your Offer Podcast 200. If you go and leave a review on Apple Podcasts for this episode, you will be entered into a raffle.

Jessica Miller

37:23 - 37:44

And that raffle, it's going to run through, the time period that it's going to be open is through July 10th. And what you need to do is you need to listen to the episode, which look, you're already winning if you're here. Listen to the episode, go to Apple Podcasts, drop a review. and then just take a snapshot of it.

Jessica Miller

37:44 - 38:21

You could either DM it to us, you can email it to us, let us know that you left a review, and you'll be entered into a raffle. Bonus points if you want to share it to your stories on Instagram, or if you want to share it on any social media channel, tag us, tag a friend, you can have extra raffles, and we're going to pick some winners. The grand prize winner is going to get time with me to audit their business to uncover their hell yes offer and to uncover where their next best opportunity is in their business. So, to identify that profit lever that is going to give them growth and momentum with ease in their business.

Jessica Miller

38:22 - 38:43

And many people have so many thoughts about like the quarter ahead, the summer, the winter, all the things. I am telling you this will supercharge your growth regardless of what time of year it is. If you're in that headspace where you're like, you know what, I think things are going to be slowing down, you know, in the next blah, blah, blah, blah, blah. you need to make sure you leave a review and get on this phone call because I'm here to tell you there are no slow times.

Jessica Miller

38:44 - 39:04

And we're going to find those opportunities and we're going to show you how to really maximize off of those with ease. So go review, listen, download, go review, take a snapshot, send it to us, DM or email, and then get into that raffle so that you can win this prize. And we want to create momentum. We want to hear from you.

Jessica Miller

39:04 - 39:17

We want to know what you're loving about it. I mean, all of the celebration is around that energy and being here with you all. So, we are so, so excited. And there might be some other prizes too, besides the grand prize.

Jessica Miller

39:18 - 39:48

So, you have a chance to win a lot of really, really cool things that we think you're going to love and they're going to help your business grow. And we're not stopping there. We've also gone back and we have looked at all of the episodes, all 200, and we have picked the most listened to, most asked for

topics. And we are going to pull them from the vault and we're going to re-release them over the next 10 weeks.

Jessica Miller

39:49 - 40:20

So, we're taking our top 10 and we are re-releasing those with some insights that we have gathered over our three years and 200 episodes and we're going to re-release them for all of you because why not share more of what it is you love and that we love hearing so that we can take that goodness and apply it. And for some of them, they originally aired 200 episodes ago. So, it's really cool to look at how are those showing up now?

Jessica Miller

40:20 - 40:45

What are people experiencing now? And how can we take this information and really make it applicable to us and to celebrate those topics that were so near and dear to your heart and help you continue to create momentum and ease in your business through those most loved topics and most loved episodes and our guests that were part of it. So, stay tuned over the next 10 weeks, we're going to be rolling those out.

Jessica Miller

40:45 - 40:56

And I think you're going to love them all over again and even more. Until next time, everyone. Thank you again for being part of this journey. Thank you for sticking with us for 200 episodes.

Jessica Miller

40:57 - 41:17

Thank you for looking forward with us with so much excitement to the next 200 and beyond where we get to share the space with you and help you create more growth, more ease, more momentum and more hell yeses in your life and in your business every single day. Till next time, everyone have an amazing, amazing day.