

# Transcript for Episode 230: MVP - Creating More With Less

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Hello, everyone, and welcome to this week's episode of the It's Your offer Podcast. I'm Jessica Miller and I'm hosting the show today. And I'm so excited to be here with all of you. For the new listeners that have joined this year, and there are quite a few of them, I want to welcome you to the show, we're so happy to have you here. And we are delighted to talk to you about how to optimize your offer, how to optimize your business around your offer, and how to really streamline and make your business so efficient. So that you end up doing a lot less and creating a lot more in your business. This podcast is perfect for all of you who have an established business who want to take things to the next level. And here is the key, you don't want to be working harder, or spending a lot more time and energy to do it. And I'm here to tell you, you don't have to, because with the hundreds of clients that I have coached, and building my own business and the ups and downs of that, and watching my mentors grow their businesses, I am here to tell you that there are a handful of amazing levers that you can pull in your business that will give you so many more results, so much of a bigger return on your investment of time, money and energy, that you don't have to be doing all the things. And so here we really focus on how do you optimize that offer? How do you optimize the things around the offer? the client journey? to make sure that it is creating for you the most results with an optimal level of inputs.

I'm not here to tell you, you don't have to do any work or that there aren't any inputs, you can just walk away from your business and make millions of dollars. That's not here, what I'm telling you. But what I am telling you is that there are things that you do in it, and it is specifically related to your offer and the things that surround it and the client journey to that offer and beyond that make all the difference. And so today, I want to talk to you specifically, in very directly in this vein, about creating more with less. So whenever we go over a threshold, we're going into a new year, there's a new quarter or something is happening where we're kind of transitioning to something new, we often look at what happened before, right? There's this reflection period, and we're assessing where we're at and where we want to go and what we just what we've done. And I'm a big fan of this, because connected to everything in your business, and especially related to your offer is the data surrounding it. And so it is so important. When we think about growing or, you know, adding something to our business, that we are able to look at all the pieces and especially the data and assess what is working and what is making the difference for us to be able to then make good choices going forward.

I want to pause by saying, I think this is one of those things that we know intellectually on some level. But we often forget. And in fairness, as your business changes and grows, these things change. And so what we think we knew before, if we're not going back and actually looking at this with a critical eye, looking at what is making those results in our business possible or moving us closer to where it is that we actually want to go, we don't see the things that we need to see that we really need to know that data or that information, to be able to make those decisions in a powerful way. So I started thinking

about this over the last week or so. And I started to dig into my business, right we I walked over a threshold, it's a new year. And now I want to understand where I'm at now with the offers that I have now with the business that I have now. And with the desires that I have now, you know what created more of the results that I actually want now in the past 12 months? And what are those things that really propelled me forward in my business and allowed me to create a lot more of the results that I wanted, with a lot less effort and churn and energy, because I am all about efficiency. And I'm all about optimization. Because when you do this, things get easier, and they become a whole lot more fun. And here's the other thing, you make a lot more money. You make a lot more money, because now you have assets that are performing at a much higher level.

And so what that means is that for the same amount or less amount of input, you get more results, you get more out of the other side. And so I love this, this is music to my ears, because time and energy are finite resources for many of us. And so how do you use those things in the best way that you can so that you can get the most out of it? So I started thinking about that. And I came up with five things that I feel like really made the most difference in my business. And I want to share these with all of you. And I want to implore you to go and look at your business through these lenses. And I'm going to tell you some of the places as I walk through each one of these things. I'm going to talk about where You're you can go look for this. Now, again, I want to say, say as a caveat, you know, you have a business, it's thriving, you're doing all the things. But sometimes we forget this balance of that, like 80/20 balance, we forget about that we forget to look at the things that are actually causing the most momentum in our business, the most growth in our business, and we just start doing all the things and some of that stuff just goes on autopilot. And it goes on autopilot with our team. And we get bogged down, and then it just feels like we're moving slower, or we're hitting a plateau, or we have to work twice as hard to get the same results on the back end.

And I'm here to tell you, a lot of times, it's just because we need to make some tweaks. We need to really dial in those things that when we lean into them more in our business, they create what we want. So I'm going to walk through these things. And I want you to really, like hold this like a warm teddy bear in your hands. Because if you go and look at any of these things, I think for you, too, you will find that these are like sprinkling that fairy dust on your business, that just gives it all that momentum that we forgot what was there sometimes.

Okay, so number one. So the first thing that I have found that helps me create more of what I want to get more of those results, is gaining clarity. And what I mean by that is exactly what I was alluding to when I started this podcast, which is going into my business, and really getting clear on what is driving the success in my business and is able to give me the clarity around what my real priorities are. This also is true in your personal life. Clarity is key. Because you have to really see what's going on, you need to look at the data. And you need to weigh those things against what it is that you want. And I guess you know, one A of this would be, you know, making sure you have clarity around what you want. So that you know that you can go look at your business and the data and see if it's lining up to that thing you ultimately want. Like, yes, you are creating results. But is it really creating the results you want? Is it creating the lifestyle that you want? So looking at your business and getting clear on? What is it that you want, and just always going back to that and assessing that. But then getting clear on what is really driving success in your business. So if we think about this from the perspective of offers, and if

you haven't done this, you 100% need to like pause this podcast and go do it is you need to go back 12 months, and you need to look at what really drove your success. What were those offers, that allow you not only to make the most money, because obviously revenue is important. So what offers were selling and where was your business being driven from that perspective, but also what things were helping you get closer to the life and the business that you want. Either that's giving you more time freedom, or it's feeling like it's in flow, or it's working with the ideal clients that you want? What is it that's really moving you toward success? Whatever that is, whatever piece of that it is. So clarity is key. Because once you can go and actually see that you can then decide what to do next, you can make good decisions based on real data and real examples. And it gives you a holistic view of your business. Okay, so the first thing is clarity. So if you have not done this exercise, as I mentioned, pause it go back in the last 12 months, look at where your results are coming from what offers, what types of programs or activities are you doing, where were you spending your time with who that gave you both the revenue, the lifestyle, the type of environment in your business that you wanted, the clients you wanted. Get into the details.

Another really cool thing about success markers that I tell people when they look at those 12 months is go to where you may have had the most success. A lot of times people look at their years through months, the lens of months. So go back and see what your best months were. And then ask yourself the question, What was I doing during that time? Right? What was I doing?

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And again, you can look at this through different lenses like, you know, when was I making the most money? And what month? Was I making the most money? Or in what month? Was I having the most fun? Or in what month? was I working with the best people you know, or when did I feel in flow? You can look through all of these different lenses and you can figure that out. Okay, and then ask yourself What was I doing? Go back into your notes, go into your calendar, whatever it is, and reverse engineer. What were you doing to drive that success and get clear on it. So that's the first thing. The second thing is getting organized, getting organized and setting up systems. So you can easily move through your day, your month, your weeks, the things that we do on a micro level. So I'll just use a day. As an example of this, the things that we do on a micro level add up to what we do on a more macro level. So again, day is micro week is a little bit more macro month is a little bit more macro, those things add up to how you live your entire life, how you run your entire business. So getting organized around how to drive those results through organization and systems. So you can easily move through it is really important when you're first starting out, and it's just you and you have a lot more time than maybe you do clients or you know products, you have the luxury of being able to do things in a very manual way. And when cashflow is important when you're starting out, doing it manually and sort of saving that cash makes a lot of sense. But as you grow, you don't have the luxury of that anymore, it starts to cost you a ton of energy, where you don't have because time becomes more precious, because now you're filling that time up. And you're trading it for things like money and other things. So you want to think about how do you get organized, now that you have this clarity, how do you get organized on how to drive those results, without you having to be the linchpin in all of it. And this is really important because growing from a solopreneur, and individual sort of contributor and leader, to someone who is a leader of a company or a CEO, it requires different skill sets, you have to step into a different model, your thoughts are different, the things that you are responsible for are different, and the way that your organization moves is different. So being able to get all of these things organized around the things that

really matter. Get clear on where those resources need to be focused, and then set up systems to help you and your team move through your day easily is crucial for growth. And I promise you, if you don't do this correctly, or give it the focus and time that it needs, you're either going to burn out. And or you are going to, you know, you're not going to be able to build and scale the way you want. Because at some point, that framework will break. Because it's not, it's not built to grow. So you want to make sure that you get this down. And those repeatable systems are also things that as you grow, you can hand to other team members. So you have processes and systems and things that you can just hand to somebody new and say, here's how we do it, and then go implement this thing. So organization, and systems is really important. The third thing that I found made a big difference with what I created in the results that I created, was communicating with my team. Okay, communicating with my team. Now, this is both on a very, like micro level, like, Are we communicating with Slack? And are we using that and are we talking to each other in a way that's easy, versus like sending 45 emails, you know, 10 times that sort of thing. But it's also about communication on a wider scale. It's about bringing team members into sort of the inner workings and the vision that you have for your business. So that means giving them visibility to what goals you have, and what really positioning them as our goals, bringing them into what matters to you and to the output of the business. And also really just dialing in what their role is in driving the success of the company. If you do this, well, your team members have a tremendous amount of pride and loyalty to not only you but to the business growth, they feel like they're part of something. And when they have visibility to all these things, it is much easier for them to make decisions and be empowered around creating whatever the output end result is within their sort of, you know world and then having a tie back to your business. And it's really, really, really important.

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So being able to communicate those things seamlessly to your team, giving them visibility to your goals, bringing them into what really matters, giving them a sense of purpose and responsibility so that they understand how they are tied to driving the success of your company can be a huge game changer. And for me that took my business from a place where I am to winging it all. And I think that I know the answer is and I am the expert to a place where I could really lean on my team and their expertise and empower them to create the outcomes that we're looking for, and help manage them to those outcomes, and not micromanage how they're doing it their process or any of that stuff. Because they were brought in, they're clear, and they can see it. And then they are also empowered to get those results in the best way that they know using their expertise. So it becomes instead of like, one hand doing everything, and then really being sort of just doling out things to other people. It's really about delegating those things to these team members and empowering them to create the results that you're looking for. The fourth thing that I found really grew, my business was connecting with other people. And I know this sounds like a no brainer. But connecting with others, both from the perspective of networking, and going out there and meeting new people and leveraging those networks, but also showing up so consistently going out there and talking about my business and being in some of the virtual spaces, and really just consistently putting information out there in a way that intentionally offers values to others. But doing this in a very systematic and intentional way. And so what that looks like, for many of you would be going and looking, do you have a visibility and networking plan. So I think all of us can appreciate that when we network, or when we offer value in places where our business is going to grow, people are going to know who we are, they're going to know about our offers and all of those things. But I cannot tell you how many businesses I have worked with. And it does not matter if you are

making like \$100,000 or \$2 million. When I ask them. What is your intentional plan around this, when you're going to go out there to connect with other people? Who are those people? Why are you talking to them? What are you going to talk to them about? You know, how are they connected to your ideal client? All of those things? They don't have an answer, they don't have a plan around that. And so a lot of times, you know, there's a lot of businesses that are making a ton of money, it's almost like in spite of themselves, because they don't have this dialed in. But that connection and not being isolated and not being on the hamster wheel where, you know, going out there and meeting with other people or, you know, going and offering value in the form of guest speaking or podcasting or leading groups or whatever it is, isn't, you know, an afterthought. It's going out there and doing that in an intentional way. And so I want you to take a look at your plan. And does it include this. For me personally, when I put that into play, like I'm going to do this every week, not only am I going to do this, meaning I'm going to plan to go to these networking events. And I'm going to plan to guest speak in these places. And these are the places that I'm going to target. So not just that, but also why am I going there? What is the outcome that I actually want from this, and then putting it in a plan, my business exploded. And I cannot tell you that the more consistently you can do that, and I'm a big fan of this, you don't need to be everywhere. For everyone, find out where your ideal clients are, find out where those networks of people are that are going to help you. Where can you be in service to them, offer them crazy amounts of value, and keep showing up in those key places. If you do that, you get really well-known people to understand what your business is about and how you can help them. They start telling everybody about it. So I want you to go in and look at are you connecting with other people in an intentional way consistently? For many people, no judgement at all? The answer is no, I want you to create a plan around that, you will be shocked how much that affects your business, both in the acute phase, meaning people are going to want to talk to you more, they're going to buy your stuff in the short term, but also it plants so many seeds that end up sprouting up months later, where you didn't even realize it. So this ongoing, connecting with others offering value and having a plan around that is huge, huge. So I want you to do that.

And then number five is knowing my limits and my boundaries. And I just want to pause for a moment and say, I think this is one of the most difficult things like number one, because if you're anything like me, you're like that type A personality, you want to do all the things. It's hard not to try to do it all. And to give ourselves some grace. When you're growing and your business is changing. Sometimes the needs from you shift and of course your life outside of your business is shifting to so now like kind of like all these guideposts are moving. And sometimes it's hard to realize that your limits need to shift, or your boundaries need to shift, and may need to flex sometimes. So knowing what I needed personally to be at my best, and knowing equally as importantly, the signs and symptoms of when I'm out of alignment or breaking those boundaries, so that they're kind of like these little red flags that are showing up to say, hey, you know, I think you're veering off your course, right now has been a major area of growth and necessity for me.

But as I have done this and leaned into this more, as I've really tried to pay attention to what do I need, like, what are those limits, like logistically and practically, but also what are those needs and boundaries emotionally, and sort of, spiritually or energetically for lack of a better word, when I started to get clear on that, and really step into this next level of person in the growth of my business, that honors those

things, not just from a quote, unquote, self-care perspective, but honors them knowing that when I lean into that, everything else in my business thrives. And that I can support myself through those limits, and, and really, on a deep level, understanding that they're actually not limits, they are the lever that sets you free, and gives you the things you need to actually grow and soar. I really started to run a totally different business; I had different bandwidth. For my team, I had different bandwidth for my family. And frankly, I had a whole lot more bandwidth and grace for myself. Because a lot of times we get into this place where we are operating from the same hymn book, for lack of a better word, I can't even think of the word, but the kind of the same plan and formula that we've always been operating from that got us to where we are now. But it's not going to get us to where we need to go. And so really taking stock of those limits and boundaries and knowing what I need and how to honor them, and then navigate through those times where they're getting, you know, kind of pinched when they're getting pressed on. Because let's face it, life happens. And if only I could just honor all my limits and boundaries all the time, like Oh, life would be great. But in reality, that does not happen. So how do you manage through that? So the first thing is going in looking and asking yourself, like, am I honoring my limits? Do I know what my limits are? You know, do I know what my boundaries are? Am I clear on that? Does my team know what my boundaries and limits are? Does my client or clients know what my boundaries are? And really getting clarity around that? And then ask yourself, are you honoring those things? Are you breaking through these things all the time? Are you kind of breaking those promises to yourself, which is super damaging to do repeatedly? Are you breaking through those and not honoring yourself and what you need at the expense of your own sanity? For all these other things? And how can you dial that in a little bit? So again, no judgment, we all go through this. It's totally normal. But noticing where we're doing it, what's going on? How do we honor those things and pull them back? Also, you know, reminding yourself of why you have them like in what benefit to your business is having a limit or a boundary because a lot of times we think of it as something restricting but it's really not, it's actually so freeing. And so that can be limits around your calendar limits around your time, limits around the type of people that you work with, and

**[23:37]** those people that you don't, you know, all of those things are really important. So go back and ask yourself, if you know what those are, are you honoring them? How do you dial it in a little bit more? If you're not, you know, and where can you sort of set up those systems or guardrails to help bring you back in when you're noticing that your kind of going outside of your boundaries or limits. And I found for myself, one of the things that I noticed is I start to get go away from the things that I know really fill me up. So you know, I'll start working past the time when I want to stop at the end of the day, or I'll be blowing through my calendar in a way where I'm not following what I should be following. And so what ends up happening is all these things end up spilling out into other places, I will end up even consuming things that I don't usually consume. So as many of you know, I don't drink caffeine. I stopped drinking caffeine like seven years ago. And I thought oh my gosh, well what about the coffee that I drink all the time? Well, I drank a lot of those things for caffeine, but I actually found that that I love the taste of coffee. And so I started would start drinking decaf coffee but really what it came down to the coffee, coffee is very drying for me. And I also put milk and sugar and like all these amazing things into it that taste amazing, but they're really not good for my body, they kind of dry me out and slow me down, they just don't make me feel good. And I am totally fine with having it, you know, even once a week is fine or a couple of times a week, but I noticed that when things start to get out of whack, I am like drinking those cups of coffee every day, it becomes like this routine, have something I don't really want to be

doing. And I kind of like lays into my day, and then I got the cup of coffee, and then I'm not following the calendar, and there's like all these little red flags. So now I know when I start to, you know, crave these kinds of things, or I stop, you know, moving my body or going for walks, because I think I need the time, something is out of alignment. And so really getting clear on what those signs are.

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So in summary, I want to go back through these five things. And I implore you to go and look at your business and see where you can tighten these things up. These are the things in my business that have created the most growth, the most results created so much more, with less. And so really leaning into these things. And there's so many things we do in our business. These are the most powerful things that I have found to grow in a way that not only creates results, like more ideal clients, more money, more momentum, but also creates ease and whitespace and sanity and happiness and joy in my business.

Number one is getting clear on what really drives success in your business so that you can set your priorities in the right place. So gaining clarity, where you know, what is going on in your business? What went on in your business last year? And are you clear on what that is?

Number two is being organized, getting organized and setting up systems. So you can easily move through your day, which becomes a gateway for moving through your weeks and moving through your month in a way that builds up to become moving through your entire business and your life. So how do you get organized and set up those systems to make that easy, so that you can thrive?

Number three was communicating with your team? Are you giving them visibility to what your goals are? What matters to you and your business? What their roles are in driving success and really making it visible to them? How they are part of this and making those communication channels open and clear, and easy. And that's really important. So leaning into, are you communicating enough with your team? Now? What does that look like? Can you know, dial that in? What is a way to make it more powerful.

Number four is connecting with others, as I mentioned, both from the perspective of networking, and leveraging the relationships with those people who can help you grow and know what you do. And then also showing up visibly and consistently in a variety of areas where you're always intentionally offering value to other people. Do you have a plan around this, so many times we isolate. And as people who are, you know, running a thriving business, it can get really lonely at the top, we can end up just kind of staying in our little world and our hamster wheel, and or just communicating with our team and our clients that we've signed. And we forget there's a whole world out there of people to network with and to show up and be visible to them and offer value to others. So do you have a plan around that? Are you doing that? Is it intentional, where you know exactly what you want to get out of it? And can you again, really optimize that or dial that in if that's not the case.

And last but not least is knowing your limits and your boundaries, knowing what you need personally, to be at your best. Being able to notice the signs and symptoms when you're getting out of alignment or when you're blowing through those limits and your boundaries and be able to bring it back and dial it back. And that's a really important thing. And then reminding yourself, of why you even have these

limits and boundaries. It is not meant to be restrictive. It's actually the key to so much freedom in your business. And that is true both from a practical logistical perspective that when you have boundaries, and there's a framework and things can work within that framework, it sets up so much freedom, but also, you know, mentally and physically. It's a freeing thing to put limits around what it is that you want to be doing and those boundaries in order to give you more space and freedom. And I know it sounds counterintuitive, but I'm here to tell you it's everything. So go back through this podcast and go through every one of those things and check it off. Really give yourself that audit and look at it. And even if you did one tiny thing to dial in each one of these pieces, I promise you, you will see so many more results that you create. with a sense of ease, and that return on investment of your time and energy in these areas is huge. And we are all about that creating more with less. So I am excited to hear how you all go in. Look at those things and what you create from there. And of course, we always want to hear it. So write into us tell us, we'd love hearing from our listeners, and we're here to support you and cheer you on. So with that, everyone until next week, can't wait to see you here. Have a good one!