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[00:00:20] And let's find the overlap of the circle. And that looks different for everyone. I could have 10 people in the program that all wanna be interior designers, but I guarantee you their businesses, their offerings, their branding, who they're serving, their pricing is gonna be different from each other. And so Making sure that someone who's multi passionate feels like. I found that sweet spot of the Venn diagram and there is that yearning to have things feel clear, but also feel expansive.

[00:00:55] Welcome to the Multi-passionate Mastery Podcast. The podcast where creatives come to embrace their talents as a gift, not a burden. I am your host, D'Ana Joi. Together we'll explore how to finally make friends with focus, ditching overwhelm, and idea fatigue once and for all, and how to be unapologetic about who you are as a multi-passionate. But I'm not just going to pump you up with a bunch of empowerment content. I'm going to give you tools and practices that you can implement starting today. It's time to unlock your multi-passionate mastery. Let's begin.

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[00:01:58] Welcome back to the show. may have heard me say over and over again that I'm a life coach for multi-passionate, but I know that so many of you have questions about businesses, about starting a business, what that actually looks like, and you're like, Joy, it's just too bad that you're not also a business coach, but I don't want you to worry because I've got friends in all the right places.

[00:02:21] Folks, today you're going to meet my absolute favorite business coach, Michelle Ward. Michelle Ward is a business coach and CEO of 90 Day Business Launch since 2008. She's helped hundreds of women launch their service based dream businesses so that they can become their own damn boss. You may have seen or heard her in New York Magazine, New York Post, the Huffington Post, USA Today, or hundreds of other media outlets.

[00:02:47] When she's not coaching, teaching or speaking, she can be found watching her daughter play hockey, sitcom binging, listening to Lizzo or belting Out Show Tunes. Michelle, I'm so excited that you're here. Welcome to the show.

[00:03:01] Yay. Thank you for having me, and we totally forgot Joy. We were gonna play our ukuleles and make a little ukulele intro. We'll, we'll do that another time.

[00:03:11] Yeah, I did forget too.

[00:03:13] So I like start all interviews out with a icebreaker question. So I'd love to know, do you consider yourself multi passionate, and if so, what does that mean to you?

[00:03:22] Okay. So I first learned that I was multi passionate when I think, like I first kind of started. My journey to be a life coach and, and get my certification. Oh my gosh back I enrolled, uh, in a life coaching certification program and I came across the book, The Renaissance Soul. The name of the author escapes me, but I remember seeing it and going, Oh, that's me.

[00:03:50] And I felt like it changed. Everything. And in my certification program we had to do research report and I wound up doing mine on like how to coach multi-passionates. And that was one of my reference guide among other things. So to me it's people who have a lot of different interests or a lot of different passions, or sometimes some of my clients are like no, don't save the P word. I don't really have passions because I have so many interests. I, nothing feels like a passion, but we have so many interests. We have so many passions. We do so many things. We like doing that. It's really difficult for us to just pick one thing and if we are told a pick one thing or we do pick one thing that is very detrimental to us in a lot of different ways.

[00:04:37] So I 1000000% consider myself multi passionate. A hundred percent probably of my clients as since 2008 are also consider themselves multi passionate and like I think we need to come out and force in stronger numbers and, and hopefully have multi-passionates realize they're multi-passionate, learn about it, learn how to use it for good, and that it's not something that has to be detrimental even earlier in life than I did.

[00:05:05] Yes, Preach. I didn't know that. I didn't know that. It goes all the way back to when you were getting your coaching certification really diving into focusing on how to coach multi-passionate, and I'm so excited to hear that because something that you know drew me to you in particular was knowing that I wasn't going to have to fight to defend my multi-passionate nature when I was asking you questions about starting a business and how to do it, I wouldn't have to overly explain. I'm multi passionate, so please don't tell me to choose one thing and here's what I've decided and I kind of wanna go this route and. So refreshing, and I want everyone listening to know that Michelle and I became really close during a time where I, I reached out and I was like,

[00:05:47] Hey, I love all your emails. I just feel like you have so much knowledge about what it actually takes to start a business. Would you be my mentor? And Michelle was like, Duh, I'll totally do that. And so Michelle and I worked together during a time where I was kind of on my last leg of having a support job and really wanting to pour myself fully into building up my business and my brand and my coaching practice.

[00:06:14] And so Michelle really helped me make that transition with a lot of tough love and, you know, reality, like centering me in reality that sometimes it would be trading one, stress for another stress. And what did I want my savings to look like before I made the leap? Sometimes I think maybe I made the leap too soon, , I probably could have held out a little bit longer, but you know, you really supported me during that time.

[00:06:37] Michelle and I grew to really trust you through that, and so that's why I'm bringing you on this show and putting kind of endorsement as a multi-passionate business owner. In saying that you're my favorite business coach to refer people to because I don't have to worry that when they enter your world, they're going to feel like they're being told to shrink down or, you know, fit themselves into a box as a multi-passionate.

[00:07:02] So let's just start out with some gratitude. Thank you for the work that you do.

[00:07:06] Oh. That just fills me with all the good feels. Um, and, and yeah, I, I am fully here to support, encourage, inspire, motivate the multi-pass of the world to figure out what's the business that's gonna work best for them. And, you know, even though I still use the term coach, and I do see myself as a business coach, I see myself more as a business coach slash consultant than anything, because what I'm always looking for is the overlap of the Venn diagram between like, what does my client wanna work on and who do they wanna work with and how do they wanna work? And then when we look at their ideal clients in the other circle of the Venn diagram, what do we think their ideal clients are looking for?

[00:08:00] And let's find the overlap of the circle. And that looks different for everyone. I could have 10 people in the program that all wanna be interior designers, but I guarantee you their businesses, their offerings, their branding, who they're serving, their pricing is gonna be different from each other. And so Making sure that someone who's multi passionate feels like. I found that sweet spot of the Venn diagram and there is that yearning to have things feel clear, but also feel expansive. And so helping them figure that out. But also the consultant piece comes in because, you know, I've been doing this for over a decade. I'm not gonna keep things to myself that I know are going to be helpful. So I bring both pieces into it.

[00:08:51] Because sometimes we do need to just be told what to do. Like, Okay, can you just gimme the next steps? And I know that's a big part of your program and also a big part of our partnered free training that we'll be talking about through this podcast episode. So keep your ears

open, everyone listening, because we have something really special that will go beyond what we talk about today in the show.

[00:09:14] let's start off with this question, Michelle. Why is owning your own business a good career choice for multi-passionate?

[00:09:20] It is such a good career move for multi-passionate because we are built in learners and we thrive when we wear multiple hats, and especially in this day and age. I feel so old when I say that, but in 2022, 2023, whenever someone's listening to this you know,

[00:09:45] a hundred percent of the clients I work with usually start as solo entrepreneurs. Um, even though I roll my eyes at that phrase, they're usually a one person shop. And so maybe once their business is up and running, then they hire help. And I do wanna stress that even though we're multi-passionate and we're good learners and we have varied skill sets, which also makes us really natural, as business owners.

[00:10:10] I don't suggest that you should like, do it all, all the time forever. That's just a, a equation to burnout, but when you're getting a business off the ground and you're starting a business and it's only you, When you are the copywriter, when you are the branding designer, when you're the website builder, when you are the marketing person, I think a non multi-passionate person might feel very, very overwhelmed by that.

[00:10:38] And it is overwhelming and multi-passionate people could still feel overwhelmed, but I think there's part of being multi-passionate person that you're looking at all the things you have to do. And there are some of it that like, Oh, you're excited to dive into X, Y, and Z. And the other piece of the puzzle why multi compassionate, make such great entrepreneurs and why it's such a good career move is that every client is different and every day can be different. And I think even when your business is focused and we're both really good examples of this Joi, and it's, it's kind of hard to find a business that isn't an example of this.

[00:11:12] But, you know, using my business as an example, 90 day business launch, I could clearly say I help women become their own damn boss in just 90 days. And it's clear and people are able to recognize, you know, what it is and who it's for and this snap. But on this side of things, I'm more than just coaching.

[00:11:35] I'm doing this podcast interview with you. I'm marketing, I'm copywriting, I'm serving my clients. I'm figuring out, I'm doing like high level business planning right now for, for quarter of four and, and into next year. So naturally there's just a lot of hats we could wear and. It all changes.

[00:11:56] So again, even if I have 10 interior designers they're gonna launch 10 different interior design businesses, and that gives me the variety I also want and need from my work.

[00:12:08] cool. So what I'm hearing is that starting your own business as a multi-passionate gives you an opportunity to wear many hats instead of feeling insecure about all the hats that you desire to wear. Like I can think of so many times being in a nine to five, and let me just say before we get too deep into this conversation, that I have nothing against anyone who is working in corporate, working a support job.

[00:12:37] There's no right or wrong way to make these choices. I just happen to know that a lot of people in my community have the desire to have their own business. A lot of my clients, when they come into my program and they fill out that intake form, they say, I'm here because I wanna learn priorities and focus because my ultimate goal is to start my own business, and I know I need these.

[00:12:57] Skills. So that's why we're focusing on that. And also because this is what Michelle helps folks do. But I can remember, you know, spaces where I was in a nine to five scenario where I felt frustrated that I couldn't do more.

[00:13:11] I felt frustrated that I couldn't express more of myself or that I you know, had skills in these different areas, but I couldn't express them because I didn't want my boss to think that I was just all over the place, or unreliable or not dedicated to whatever my role was.

[00:13:26] So when a multi-passionate decides to start their own business, They get to express themselves and utilize these different skills and talents in a way that's really empowering and can be really helpful, like you said, especially in those early days where you're probably doing it all, all yourself, right?

[00:13:44] So What's something that multi passionate think will be an issue or a roadblock to starting their own business that's more solvable than they realize?

[00:13:56] We will do deeper dive into this specifically in the training. But a few things comes to mind. I think, you know, follow through and their track record of follow through is less than stellar, so they feel like. "I'm not gonna be able to follow through." I think it's also that worry that like, "I'm gonna start this business, but then it's not gonna be the right thing or I'm gonna wanna change it and therefore, like, I shouldn't even start it unless I wanna do it for the next 50 years."

[00:14:25] Um, and I think there is that piece of, just because we are self starters and lifelong learners. We will sign up for all the freebies and like do the trainings and this and that and in a way that's great, but that usually doesn't lead to an action plan that is a step by step able to follow through.

[00:14:52] So what I wanna share is, number one, I think when you're trying to go about this yourself and you're trying to collect all the information and then make sense of it, um, like good luck, it's never gonna end well. It's it like for, for multiple reasons.

[00:15:08] And that's just so frustrating, that's not your fault. I think if we could look within ourselves individually and ask ourselves like, Okay, let's look at the things I did follow through on, because we're quick to remember the things we haven't followed through on, and slow to remember the things that we've actually accomplished.

[00:15:27] So if you think about that and you ask yourself, What structures did I have in place to accomplish this? Was it community? Was it accountability? Was it personalized guidance? Like what got you there? And then let's set up a similar structure for this. Um, and I always tell my clients, successful businesses, Evolve throughout the years.

[00:15:55] I mean, we could have a whole nother podcast episode of just like how many iterations of my business there have been since 2008 and the only time I worry about my clients, cuz I'm able to stock them all online in a, in a very friendly, professional way. Um, the only time I worry about them is when their websites look exactly the same way they did when they launched.

[00:16:19] And it's six months later or a year later. So what I want multi passionates who are waiting to start their business because they're worried like, Oh, this is never gonna stay the same, and I have to find the thing that is going to, that I'm gonna wanna do for until retirement. I want you to think instead of like, no one has a crystal ball.

[00:16:41] We don't know how, what that's gonna be or how that's gonna look and, and what I want them to focus on instead. What does the current and near future version of you want to do and work on? And I think that if you follow that path and you continue to, what I call keep, keep your Nancy Drew hat on. And really view your business as an experiment.

[00:17:05] I've been in business now since 2008. I still view most of what I do as an experiment. Um, and you view it that way, then things are gonna shift, things are gonna grow, things are gonna evolve. And as a multi passionate, it's great. Like I had my own podcast for a few years when I was super into having a podcast.

[00:17:22] And then, I went, Well, this isn't for me anymore. And I shut it down. Like as a multi-passionate person, that was just like a great project. The other thing I wanna add that I think is important to say too is that even though, not to stereotype us, but I will, I feel like most multi-passionate hate that question, Where do you see yourself in five years?

[00:17:41] And we will like, do anything we can to avoid that question. But nine times outta 10, my clients come to me and they have that five year vision. They're like, Michelle, I'm gonna open up a retreat center and it's gonna have a bed and breakfast, and it's gonna have an art gallery and it's gonna do la, la, la, la, la.

[00:17:56] And they're like, See this big vision? And, and I'll say, Yeah, but what's a six month plan? What's phase one of that plan? Because unless you're going to get investors or go to a bank and get a, and get a business loan from a bank, like you can't open up that retreat center, bread, bed, and breakfast, you know, in the next six months.

[00:18:15] So helping them see that bigger vision, hold that bigger vision, and then filter it down to. What are those first steps? What's phase one? What's the next six months?

[00:18:27] So it sounds like one of the first things that multi-passionates think will be a big issue is feeling like they have to have all of their stuff figured out before they start the business and not remembering that it's going to change anyway and being open to it as an experiment so that can, we can kind of nip that in the bud by taking that experimental approach.

[00:18:52] And then the second thing that can sometimes feel like a roadblock, but doesn't have to be, is having a vision that feels so big that it's almost unattainable in the moment, and that being kind of a defeating energy. Whereas if you just approach it from, Okay, well what's the first next step? Then it's doable and it's approachable that makes total sense.

[00:19:13] I'm sure you get this all the time, and this might be where a lot of your clients start when they enter, 90 day business launch. But what about a multi-passionate, who genuinely wants to do all the things and doesn't wanna feel forced into doing one thing? How do they take having a ton of ideas and filter that into having like you said, that clarity of, Okay, here's what my business is gonna be and here's what I'm gonna get started.

[00:19:40] Okay. I have a few ways to respond to this. So, you know, bringing, reiterating that question of what does the current and near future version of me want? Um, and what I always. Tell people in this situation of like, you're, you're in the discovery mode, right? You know, you wanna be an entrepreneur, but you don't know what the business is yet.

[00:20:03] Or maybe you think you know what the businesses are, but you realize they're really disjointed or you're trying to decide between five different ideas. Get all your ideas out on paper and then rate them in what I call the scary-exciting-ometer, because I have found that when you think about an idea and it makes you feel equally as scared and excited, then that is always the land of no regrets.

[00:20:31] That is always what the road you need to walk down because it's exciting, because it's lighting you up. You feel jazz about it. There's really good energy there. But if there's no fear at all, it's probably like it's gonna be something that's fun and maybe you should do it anyway. But when the fear nerves kind of scary energy come in. It means that you care about it and it means that it matters.

[00:20:57] And so, If you kind of give your ideas a number of like, Oh my gosh, this ranks 10 on the scary, scary site speedometer. It's like giving me all of those feels, versus like, ugh, it's not really registering at all. Then what I want you to do is really look at those top few ideas.

[00:21:17] And I have some clients that are like oh, I have like, you know, no tens at all. There's nothing that's a 10, but I have all of these sevens or, you know, whatnot, Take the top few ideas and just throw the rest out. They probably don't matter. Um, and there might be a clear sort of winner, quote, unquote, but what, and also I'm, I'm really good at finding this and if you come to the free training, I have like a bonus where like we, we could talk directly about this, um, but I want you to see if there's any threads. I want you to see if there's anything around these top ideas that could kind of work together. So let me give you an example. I have a client, a former client, who is a home inspector in California.

[00:22:06] Shout out to Jacqueline Investment Inspectors llc. She's amazing. She's like home inspection and. Home healing. She does the energy work and she does the sound baths and clearing and this and that. She's recently, probably like a, a year or more after she initially launched her business, she has decided to break this concept into two. Cuz she experimented with putting them under one roof. And when we worked together, she launched with them under one roof because there was a commonality. And the commonality is about your home and taking care of your home, and making sure your home is in good shape and good energy.

[00:22:46] So it was an easy way for us to craft, you know, something together. I have another client who initially came to me talking about an app she wanted to build and I was like, I dunno if 90 Day, this is like just the right place for you to build your app, blah, blah, blah, blah, blah. And then she wound up saying to me, Like, I'm already getting these design clients. I just, I don't have anything formalized at all. You know what I think I'm gonna do? I think I'm gonna use 90 day business launch to launch my design business, and then later on I could launch my app. So sometimes there, there aren't ways to make things work.

[00:23:26] If you come to me and you're like, I wanna be a dog walker, copywriter, pianist it might be very hard to find a common thread that puts that together, but, and maybe wanna launch three separate businesses. Or maybe you're like, You know what? I wanna be a copywriter for dog walkers or for people in the pet industry cuz I'm really passionate about dogs and I'm going to.



[00:23:51] Play my piano when I launch a podcast and I need intro or I make reels and I wanna do my thing, right? Like, you could bring that stuff into your business, even if it's not what is making you money.

[00:24:04] Ya know, it's kind of get as multi passionate sometimes we get stuck in two extremes. One extreme is. I'm multi passionate, which means that I need to cram every single idea that I have into one business and just hope that it works. And then the other extreme is I'm multi passionate and no one's gonna understand what I do, so I'm gonna do one thing and suppress the rest of myself.

[00:24:30] And what I'm hearing you say is that there is a middle ground. Starting a business is different than having a passion project. When we talk about starting a business, we're talking about starting something that's going to generate revenue. You specifically serve service based businesses, and I wanna get a clear definition of that from you in just a second.

[00:24:50] But you specifically serve, you know, people who wanna start a service based business, and that's something all in itself. And so, It's important to say here that when you step into this identity of I'm going to be a business owner, you are stepping into the identity of someone who's gonna have to make some decisions.

[00:25:10] And it doesn't mean that you're less multi passionate. . It doesn't mean that there is less of you that gets to be out in the world, but it does mean that you're gonna need to make decisions. Even the clients that I work with, we are making decisions. What are we going to prioritize right now? Okay, then what's gonna come after that? What's gonna come after that?

[00:25:30] It doesn't mean that you're deciding not to be yourself, or you're deciding not to bet on yourself, or you're deciding not to be multi passionate, but you do have to be willing to make some choices. And if you can make a decision about what you want your business to look like, and then remember that the first thing we talked about, one of the reasons why being a multi-passionate business owner is so fun is because you get to utilize all these different areas of your skillsets, of your talents, of the things that you're interested in.

[00:25:59] You know, so with, even with the examples that you gave, someone who wants to start a dog walking business is still gonna have to write copy. So , you know, if they can look at it from that perspective, then it's less of like, Oh, well I'm choosing one thing and more. Here's what I think could be a fun and profitable business that can then, you know, create a revenue stream for me to fund my passion project, right? Like your other client who wanted to design the app.

[00:26:25] So I think those were all really great examples and helpful for folks to hear because if you go into the entrepreneurship world with this energy of I'm just gonna do everything all at

once, then you can bet you're gonna be on a fast track to burn out and just the very basics of structuring your business, it's gonna be a little bit more confusing.

[00:26:47] So think of it as an experiment. Start with the business that, you know, like you said, you work with your clients to create that overlap of that sweet spot and then that the scary, exciting barometer, right? And then from there you will gain some clarity and you know, if you work with Michelle, then Michelle gets you through all the rest, all the things about like, okay, so how do you actually create a business structurally and all that stuff.

[00:27:12] I can't nod emphatically enough. The only thing I wanna add to that Joi, um, is, you know, you have to make decisions, wanna, you know, co-sign that, but also hopefully give some lightness to it. Because I tell my clients on day one, like, You need to make wobbly CEO decisions and yes, I'm gonna coach you and I'm gonna be your consultant and I'm gonna make recommendations. you can go rogue at any time.

[00:27:41] And you could say, Michelle, this absolutely will not work for me and what I want, And then I will support you as best I can with your CEO decision, but they're wobbly cuz you don't freaking know what the heck you're doing. Right. Uh, but you're going to decide anyway, this is how I'm gonna put out my first offer.

[00:28:00] This is the, you know, the colors I'm gonna pick for my brand suite. you don't know, but you're gonna have to know and make a decision and, and follow that. And, um, think that that helps us multi-passionate like. Lighten things up and make it feel more expansive as well , and hopefully see it lens too.

[00:28:22] Yeah, wobblyCEO decisions. I like that. And I feel like even as you get further in, it's still kind of nice to allow those decisions to be wobbly cuz then it doesn't feel like so much is riding on it all the time. So can you give us a definition of what it means to be a service based business owner? I personally have been a little bit confused sometimes when I heard that, until I realized that coaching is a service so that I technically am a service based business owner.

[00:28:50] But just in case anyone else listening is like, what exactly does that mean? Maybe they're wondering if the free training is gonna be right for them, cuz it is gonna be based, you know, specifically for those who are in service based industries. So let's give that definition and then let's talk a little bit about the training that we have, so that folks can know whether or not they should, you should come by the way.

[00:29:12] It's gonna be amazing, but let's talk about that a little bit too. Um, after

[00:29:16] yes. Yeah, absolutely. Yeah. If you've made it this far, come. What do you have to lose? It's free. We're gonna have a great time. so. Service based business is, I, I guess we could

kind of say what it's not. it's not for anyone who wants to create a product and sell a product, whether it's something handmade that you make yourself, whether it's something that is manufactured, shipping, if you wanna, know, um, Well, I was gonna say a brick and mortar, but like you could be a salon and offer a service, which is, you know, haircuts.

[00:29:52] so, you know, coaches, copywriters, dog walkers, you know, nutritionists. All of the examples we've kind of been given are the, the services piece. So if you're gonna, I we could kind of say, if you're gonna work with a client instead of a customer, then it's a service based business. you know, my, my, um, multi-passionate self also wants to say that like, I have been noodling around with how do I bring in the aspiring product business owners, cuz I have worked with clients on launching a jewelry business or art businesses, that sort of thing. And so I do have a skillset there and I don't know, maybe, maybe like, coming up down the line, day business launch will be able to support that want that more like handmade, business.

[00:30:47] And in terms of the training, I'm going to 1000000% get into in detail the four step process that has been proven since 2018 in this program that has worked for 124 clients in counting, getting them to launch their business since 2018. Um, and I'm giving it out to you in detail. This is not like a training where you know, just leaving a lot of, Oh, just do this generic thing.

[00:31:15] And this what? Generic thing. And this generic thing. Bye. Like, no, bring your notebook, getting it all down. I'm also gonna go over to the three biggest mistakes that I see multi passionate making when they're trying to launch their business and what to do instead. I'm not just gonna leave you with like, are this, these mistakes.

[00:31:33] Bye. Um, but then what I wanna highlight too is that You and I are gonna jump into a Q and A. We're making sure there's time for a q and a, and like a nice amount of time for a q and a. So would encourage you, even if you don't know what business you're starting, or you feel like, Oh, I'm a product based business I don't know if this is right for me. Just anyway and then ask the question that, that you need an answer to. And I'd be surprised if I was stumped or, or couldn't refer you to someone or something that could get you the help that you need.

[00:32:11] Yeah, so if you are a multi passionate who has been wanting to start their own business, or maybe you've tried already to start your own business, which you're getting stuck in the middle, you're an inspir. Business owner and you want to know four steps that can support you in going from someday to like launch date, then this training is for you.

[00:32:33] It is completely free, and I want you to come. You're gonna be more than likely getting the replay. I don't think this episode's gonna air before the live version, and that's okay, but I want for you to keep your excitement up, whatever you're feeling right now as you listen to this episode. Bring that into the training because you'll be watching the Evergreen version.

[00:32:52] That means you can watch it anytime at your convenience, so carve that out that time so that you can get some advice that's specific to you as a multi-passionate who wants to start a business. You know, there's so much generic, like Michelle was saying, there's so much generic advice out there. What it takes to start a business and how to make the perfect funnel and X, Y, and Z.

[00:33:14] And a lot of that is not taking into account you're multi-passionate nature. So that's why I'm so excited to be bringing this training to you specifically for my community. This is a customized training for you, for my people. So please click the link in the show notes, register for a time that works for you, and check out that training.

[00:33:33] I'll be over there, Michelle will be there and you'll get to get so much more information

[00:33:37] about all this. Michelle, before we go, I would love to.

[00:33:41] Sorry, I'm interrupting you because I forgot about the part that this is coming out after, and I just wanna add don't think because you can't ask your questions live that you shouldn't join because use software where anything you put in the chat comes into my inbox directly if I'm available, I will pop in to your, um, recording and answer any questions that come up in real time.

[00:34:09] And if I'm not available, they're in my inbox. And I get back to asap. So I wanna really highlight that, um, that we could still have a back and forth there and you could still get your individual questions answered by myself, by Joi, or by both of us.

[00:34:24] Yeah, it's almost better because you'll to see a replay of the q and a of questions that were already asked, and then if you have anything additional, you'll still be able to ask those questions without worrying about time running out or anything like that. So it's gonna be really great.

[00:34:37] Michelle, I wanna hear from you. What does it mean to launch a business? Like, can you give me a definition? When someone enters your program, they walk in with nothing but a dream, right? And by the time they exit, what have they accomplished? Let us know.

[00:34:54] Yeah, this is such a good question and here's my definition. What I take my clients through is this four step process that I have dubbed the services that sell system. Step one is creating a strong business foundation. this is all about defining before you get into any of the marketing pieces, before you get into branding, before you get into copywriting, before you get into, how do I become an Instagram TikTok.

[00:35:21] TikTok, Check verified rockstar, right? need to know what problems does your business solve? Who's your audience and what are they going through? what results are they seeking? What are they challenged by? What's the name of your business? What's your elevator pitch? What's your title? So if people ask what you do, you're able to confidently say, I'm X, Y, Z.

[00:35:42] What's the offering? How are you making money? And I help you craft like an offer. So if someone says, Well, how do I work with you? And I had a launcher who like came to me with the best elevator pitch. I'm like, Okay, well that elevator picture is done. That's amazing. And then I said to her, But if someone says, that sounds great, love to work with you.

[00:36:03] How do we work together? Do you know? And she's like, No, I would have no idea how to put that together. So you need, you need that offer. You need your pricing. You need to know how to onboard someone, how to get them from like inquiry through becoming a client and signing up. And you need a basic marketing plan.

[00:36:20] so creating a strong foundation you through all of those pieces. Then we go to phase two, which is creating resonant marketing. So that is where copywriting. your brand suite, your colors, your fonts, your your logo, um, comes into play.

[00:36:39] And again, you could always go rogue and say, No thank you on these decisions, Michelle. But encourage all my clients to use Squarespace to build their website, because I think that your website is your number one marketing tool and it just adds so much value for you as the business owner and for your perspective client.

[00:37:01] Then phase three is the launching with confidence. So having tools to communicate to your network, your people that are already here. Hi, this business is open. Come to my website, come book a consult, come fill out this form, Come to my Instagram, wherever you're gonna be for marketing.

[00:37:22] And I don't make you be on social media if you don't want to be. And then phase four is connecting with clients, and I am all about relationship based people first marketing. So I'm making sure this isn't just about getting you no launch day in 90 days, but it's giving you. The tools, the techniques, and different options because, and I'm just putting this together, Joi that like, probably this is because I'm multi passionate.

[00:37:53] Um, because I know that there is more than one way or two ways, or even five ways to make something work. So I'm giving a lot of different options here's what I know works right now based on experience and my client's experience of bringing your first clients in, so that you can. only have, um, cuz I do give you, like, here's what I recommend is the minimum monthly marketing plan.

[00:38:19] I give you the, the pieces which I will talk about on the training. I will give you the pieces. I'm being shady about it now, but that's cause I want you to come to the training. I'll talk about it then. but then also like, here's a dozen and other things you could do if and when you want to, like keep 'em in your front pocket.

[00:38:34] So that, that to me is, is. What launching is about and that makes it as impactful and effective on day one.

[00:38:46] I'm so glad that you don't stop at like, Okay, you have a website.

[00:38:49] Figuring out what marketing channels feel good for you and trying things out. Huh? That is, That is so, so important. So, You all have heard it. You

[00:39:00] know, I know that was a lot to digest.

[00:39:01] And if you're thinking, Oh my gosh, that just sounds like so much, I don't know if I could do that. This is why you invest in coaching. This is why you enroll in a program where everything is laid out in digestible, step by step pieces that you can do that are proven that hundreds of other people have done, and you do it with the coach who's gonna be there with you every step of the way.

[00:39:24] So if you heard all that and you're like, Well, That's a lot. That is exactly why you need to come to the training.

[00:39:32] And I will add this to, I do this work because selfishly I'm a relationship builder more than anything. Um, you come into 90 day business launch, You get me like the coach. I'm the one that's here. more than just the services that sell system. So don't think when you come to the training or when you, when you go into the program, it's just like, here's a bunch of lessons.

[00:39:56] No, as like, I can't come to your house and take you by the hand and make you, you know, show up and raise your hand and ask questions when you need. But if you show up to this program, you are getting personalized attention, you are getting personalized feedback, you are getting community and I will do a spoiler alert in the training.

[00:40:13] Where what I wanted to offer for your people are these like no pitch obligation, free 30 minute, just like coffee chat calls, which I'll do as like popups throughout the year, but. Usually don't offer on an ongoing basis, because I know how important it is. Again, when you're multi passionate, sometimes we like spiral out and overthink or go to the shiny stuff or whatever, and we need, we need help kind of coming back to center or getting that clarity as to, you know, what is this offer and how do I decide between the offers?

[00:40:47] And you just, you won't be alone on an island. you're in my community, in my orbit, and that's like the most important thing to me as a business owner.

[00:40:57] Yeah, I mean, same. I think that's why we get along so well. We have such a similar ethos when it comes to doing business and being there for our clients and being the one in the program and being there like from their start to their end. So you know, you're in good hands. Your next step is to click the link in the show notes.

[00:41:15] Register for our free training. It has the same title as this podcast episode. What does it actually take to start a business as a multi passionate. So if you liked our conversation today, if you are again, an aspiring business owner, you are someone who wants to help people. You wanna get your first clients, you wanna get your business off the ground, and you wanna know what it actually takes, what mistakes to avoid.

[00:41:40] And all those things. Save yourself so much time and so many headaches and come over to our free training and get the rest of the information over there. Michelle was so great to have you with us today. Where can folks find you, other than the training, which is gonna be their next step, but beyond that, where can folks keep up with you?

[00:42:00] Yeah, I'm always gonna be on [90daybusinesslaunch.com](https://90daybusinesslaunch.com). Anywhere I am, social media land will be linked there. As of right now as we're recording this, I'm on Instagram in my dms and on stories, but I'm keeping my feed just inactive right now. But I love with people on Instagram and starting convers.

[00:42:21] There. Um, so I'm at 90 Day Biz Launch over there, but just always go to my website and, and just click around and, um, contact me.

[00:42:33] And We'll link that in the show notes as well. And thanks so much for coming and everyone listening. We'll see you over at our free training.

[00:42:39] yay!

[00:42:41] Thank you for tuning in to this episode of the multi-passionate mastery podcast. If you received anything valuable from this episode, send it to a friend. I know you've got some creative people in your life who needs to hear this. Also, please take a moment to leave a review.

[00:42:58] Even sharing one sentence about how you feel about this podcast can help us reach the hearts and ears of more multi passionates. If you're not exactly sure how to leave a review, I've left some instructions for you down in the show notes. Thanks again, and I'll see you in the next episode.