

The Divorced Christian Woman Podcast with Natalie Hoffman, Season 3, Episode 5 - Building a Business After Divorce

Heads up, friend: What you're about to read is a raw, unedited transcript straight from the robots. That means you'll find some weird words, funky punctuation, and moments that make you go, "Huh?" If you want the real experience (and to actually know what's going on), I recommend reading the polished article, listening to the full episode, or watching it on 1.5x speed with captions on. Your brain will thank you.

Natalie: Welcome to season three of the Divorce Christian Woman Podcast, which is all about money and finances. And this is episode five where Diana and I are gonna be talking about building a business. I have started and grown two businesses from scratch. Diana has built and grown two businesses from scratch as well, and we are gonna share some of our thoughts about that.

This is going to be high level. Obviously we are, this is not a business, starting a business course or an entrepreneurial course in one, you know, 50 minute episode. Okay. But, but, uh, I have a course inside of Flying Higher, which is my mentorship program. I have been teaching classes in Flying Higher for many years.

When you join Flying Higher, you not only get live classes that I teach ongoing, but you also get access to all, every single class that I've ever taught in the past. And one of them is an entire course around starting a business, so you could do that. Also, Diana is a, she is a coach. She does a lot of different kinds of coaching, but one of her coaching areas of expertise is helping people start businesses.

So, or bus or do business coaching people who even have businesses. But, um.

Diana: It's whether you're starting a business or you, I've helped people, they have had zero income and they're just starting all the way up to, they already have a multimillion dollar business and they're looking to take it to the next level and everywhere in between.

So yeah, just reach out to me, email me at diana@dianaswiller.com if you're looking for something like that.

Natalie: So, um, so anyway, if you've ever wondered about, you know, what it might look like to start your own business. Uh, I hope this episode might be helpful to get your brain juices flowing. I think earning an income from your own business can be one way of becoming financially stable.

I don't think it's for everyone, but, um, you know for sure if you are more of a driven, motivated individual, you enjoy working hard, you have a passion for helping people, which is really what any business is all about. At the end of the day, it's helping people in some way. Then this might be something that you wanna consider.

So let's start with a question for you, Diana. How does the process of building something, whether it's a business, a career, or a dream, how does that rediscover, how does that help us rediscover who we are and what's the difference between finding a job and finding your work, the work that you are, that you feel like, oh, this is what I was created to do in the world.

Diana: Well, I wanna take, lemme just start with that, doing your work. Lemme just take a little of the mystery out of it because I do believe you can step into a job that might not be your ideal dream job and within a job you can still be say, what is my work here? What is the special place where I can connect in this job?

I believe we can in every job. I don't care if you're cleaning toilets in a hallway in a high school, after all the kids go home as your job, you can find. Your work something special that you're giving back in that place. However, on a broader scale, there is something about aligning with something that you're very passionate about and making it what you do every day, and it's super fun.

So I believe I have stepped into that as a life coach. Okay. I've had two businesses. My first business was with my ex-husband. I helped build it from scratch. We had a carpet cleaning business and that wasn't my work. Okay. But I still went all in, you know, part, but part of it was serving people. Yeah.

Helping them like have that like, oh my gosh, it's so. It's so great to have clean carpets again, seems simple, but people really enjoy that.

Yeah. Or their

Diana: couch is cleaned again, or you're serving a business, you're just taking something off their plate. So I did find my enjoyment in it, but that was very different from when I stepped into life and business coaching as a career.

And I got to speak into people's dreams and, and lives and personal spaces every day in ways that we're life. Are life giving, man. I love what I do, but it's okay either way. You can find your place either way. So I don't, I don't want it to be like, ah, I've gotta find my work. And you can also find your work that special thing in a side gig.

You don't have to dump your 40 hour a week job, your 30 hour a week job. You can put a little effort into that thing that lights you up as something extra. So the other part of this question was, how does. Building something, help us rediscover who we are, whether you're in a business or a career or whatever else that you're out there doing, but creating some dream.

Maybe it's not even making money for you, but you have the ability to go out and do something that's a dream of yours. It helps us rediscover who we are through the painful parts. Like just be a Yeah, I think yes, because you're, you're, you're stepping into something that's, you know, it's reverberating with the passion within you, however.

We can't go do any of that without facing challenges. And I believe that we rediscover who we are in the places that require us to dig in to hit, you know, hit an obstacle, and then decide we're gonna figure out a way forward anyway. Yeah. To hit something where we're like, I don't know what to do next, and then deciding, but I'll figure out the next step.

I think those are the moments where we discover. You know, the cliché, what we're made of, but it's true. What we're made of is a lot more. Um, we have a lot more in us. There's so much more in the tank for us to push forward and give than we realize, and especially coming out of difficult or destructive or abusive marriages.

We're tired. Yeah. And of that anyway. Well, we're, we're, our systems, our, our nervous systems are exhausted.

Natalie: Yeah.

Diana: And we've been running on empty, feeling depleted for a long time. And I think it's really satisfying to rediscover the power and the creativity and the fortitude and the grit that we have within us.

I, I think it helps us. Embody ourselves again. 'cause we have to go to deep places within ourselves.

Natalie: Yeah,

Diana: yeah. All right. Let me ask you kind of further along this, what we're talking about. How do fear and perfectionism hold women back from taking the kind of risks, the meaningful risks that we need to take in our work and life and, and like, how can women start thinking about value?

In terms of impact that they're making rather than approval that they could receive.

Natalie: Um, gosh, I have a lot of notes on this, but I think I'm gonna cut it short 'cause I wanna get into other things. But I think fear and perfectionism are basically two sides of the same coin and come from the same programming of you're not good enough, your value has to be earned.

If you make a mistake, it's gonna destroy everything. Um, I think when it comes to starting a business or taking any kind of meaningful risk. All of that programming is gonna come in and fear. How fear shows up is it often keeps us frozen. It tells you that if you stay small and safe, that's gonna be safer than risking failure.

There's a whole course in Flying higher called Failure is my friend. Very important to get to make friends with failure. You are unstoppable if you do, because. You will fail in many different ways. And, um, and that's okay. There's nothing wrong with it. That is how, that is literally how we grow and change.

So, um, yeah, and then perfectionism, we're then, we're stuck in this endless preparation mode. Well, I just need one more certification before I can get started on coaching. I just need one more year of experience before I can do this. I just need one more sign from God. That's a big one we see in Christian circles.

Well, I just haven't had my sign from God yet. Remember that story I told in episode one about God being a parent? He's not like you, you, us parents. We don't tell our two year olds, you know, our two year olds aren't going well, what's the sign that I should learn how to, well, maybe not two, maybe four, 5-year-old.

What's the sign that I should learn how to ride a bike? Wait till I give you the sign. That's maybe a bad analogy. 'cause you kind of do have to give 'em a sign. Like you have to give 'em a bike anyway. Forget I said that. That's a bad analogy. Well, they might, their

Diana: big sister's bike might be sitting in the garage and they might be waiting for a sign.

Natalie: Yeah, there you go. So I think, I think, uh, the lie that you can't put yourself out there and try something new until everything is just right is. Could be holding you back as well. Um, so, you know, I mean, I get it and we understand where that's coming from, but I think that those parts of us that are feeling like that, they don't understand that, okay, we're an adult now.

We get to make choices as adults. We have autonomy. Um, we don't need anyone's permission anymore. Failure is not death. It's just information that we can learn from. I, I wish so bad. I had saved pictures of the first soaps that I made. I have them somewhere. What happened was I lost a bunch of pictures that I had on an old phone and I don't, and that's where I kept all of my soap pictures, but I don't have 'em anymore.

But my first attempts at soap and my first packaging, I remember when I compared, I did compare it one time. My later packaging where I had a designer come in and do all the packaging, uh, was so night and day difference, but I was just like, oh, look at that. Adorable. Little me tr you know, just getting started.

At least I stuck my neck out and, and started, right? That's, I can, I was proud of myself for that. But I mean, our first attempts are always going to be kind of clunky and bad. I'm, I was not a great coach out of the gate. I had to have practice and I had to keep going with my, you know, I did continue training, but I did it alongside of actually coaching as well.

So I think when we think about value in terms of impact instead of approval, um, if we're always. Thinking about, well do people, what will people think? Will they like this? Am I doing this correctly? That is always gonna be a losing game 'cause you can't ever please everyone. We see this a lot in the forum.

People will, will say, you know, I, if I do this, then so and so won't approve. Or these people at church won't improve. Okay. So what? So then what? Like, so they don't approve. But if you're, once you shift your value system from, well, I value only the things that people will approve of. Once that goes away, which

Diana and I can help you do that, then it's gonna shift to impact, and now everything's gonna change.

Now you're gonna be asking questions like this. When you think about starting a business, who can I help? This is so exciting. Who do I get to help? What problem am I solving for people? What kind of transformation am I gonna create in someone's life? What needs do other people have that I can meet those with an offer?

So approval based thinking says, well, I can't charge that much. What if people think I'm greedy? Impact based thinking says, the transformation that I know I can give to these people is worth this investment. And women who need this transformation, they are going to recognize that value and take me up on it.

Not everyone is going to do that. And guess what? That's okay. Not everyone has to. I can't help the whole world. I can only help a few women who are ready to do this work with me. Approval based thinking says, well, I need to make sure everyone likes me and nobody is upset. Do you know how many people have been upset with me since I started my this business?

A lot of people, the business that I'm running. People don't like it now. They've pretty much all gone away because they've, you know what my number one song on Spotify was this year? What, what? You know, did you get your Spotify? Uh, no,

Diana: no. I'm looking forward to getting it though. Okay.

Natalie: Well we're recording this back in, in December, so, um, so I just got my Spotify, uh, you know, it tells you like what your favorite song was and what your favorite Yeah.

Was and all that. So my, my number one song was. IDGF. Oh yes. I have that in my playlist. I do. It stands for I don't give a, yeah. So that was my number one song. So that's like how, how it are people, are

Diana: people, uh, turning off this podcast right now since we admitted that.

Natalie: I sent that to my, my kids were all sending pic pic posting pictures in our chat of their, their number one songs.

And I'm, and so then I went and looked and I'm like, what's mine? And that one came up and my kids were all just laughing. Oh mom, you've really come a long

ways. So I've come from being someone who really cares what other people think to my favorite song now is, I don't really give a bleep. Yeah. Yeah. So my work is for the people it's meant to serve.

Not everyone is gonna resonate with that, and that's okay. And then, uh, approval based thinking says, well, I can't start till everything is perfect, and then I'm sure everyone will approve. Whereas impact based thinking says there are women suffering right now in, in my case anyways, who need help. So my imperfect offering is better than, than their continued pain.

Right. So let's get out there and let's go. Yeah, my, I

Diana: have a mantra. It's like I have people to help. I can't worry about things being perfect 'cause I have people to help.

Natalie: Yes, exactly. So you need to practice tolerating disapproval. And again, Diane and I are really good at teaching you how to do that. We will help you do that.

That's one of the transformations that you get if you're the kind of person who's like, oh, falls apart when people disapprove of you. Like I was. Diana, were you like that at

Diana: all in the beginning? Yes. I remember the first time someone on Facebook was like, I don't agree with what you're saying. I was like, oh my God.

I had to coach myself for like 24 hours to work through that. I have to change.

Natalie: Yeah. And then when you realize, oh, there's eight, well there's 8 billion people in the world and there's only one of me, and do all of them have to agree with me? A lot of people didn't agree with Jesus either, and he was perfect.

So you know, and how many people

Diana: do you need to want what you're offering in your business? To make money. Well, of all the billions of people in the world, at what percentage do you need? Less than 1%? Less than a half. A percent. Less than than 0.1%. Less than, yeah.

Natalie: Yeah, yeah, yeah. You don't need very many people at all.

In fact, I've heard aren't there? I, I love to read business books and listen to business podcasts, but I think there's one that says that you just need like a hundred. Raving lunatic. Yeah. Like, uh, what are they called? Crazy fans or, uh,

Diana: yeah, I forgot what they're called. Super fans or Yeah. Yeah. Super fans.

Natalie: Yeah. You just need a hundred of those. Yeah. And, and you're good to go. So anyway, I have experienced excommunication from a church. I've had family members reject me. I've had people in the Christian world call me evil and dangerous, and also. The thousands of women who have found free freedom through the work that I do, tell me that I'm doing what I'm supposed to be doing.

So you have to learn that other people's disapproval does not define your value. Their opinion is just their opinion. It's adorable. It's rooted in their own experiences, their own fears, their own worldview. But it has nothing to do with the actual impact that you are going to create. So I think you need to root your identity in something that's a little deeper than the approval of other people.

Yeah.

Diana: That's so fleeting and it's outside of your control. It's just out there in the world that you can't, you can't create the approval of others. Yeah. It's only if they decide. It's just, it's so fleeting and it's so just don't even waste your time.

Natalie: Exactly.

Diana: Go out there and do what you wanna do to give back to people and impact, and the people who want it.

Let them come to and just let everyone else fall away. And even if it's somebody that, you know, I had somebody close to me say, you know, Diana should start a, when I started my life coaching, she told someone who then shared it with me and I'm like, ah, whatever, Diana needs to get a real job. And I was like, who cares?

I have people to help.

Natalie: I wonder what a real job is like. How do you define a real job? You know, I bet everyone define it differently.

Diana: Get a W2. Don't go out and, and start your own business to help people.

Natalie: Huh?

Diana: Because that's dumb.

Natalie: Well, I'm glad that there are a lot of people in the world that don't have real jobs.

'cause they're really changing the world.

Diana: I know. I'm glad I didn't listen to her. I've helped thousands of people live better lives. And imagine if I didn't. And I don't say that arrogantly, I just say that because I love people and I wanna help people, which is the fire behind my business. And you know, if you wanna build a business, have, I think have a little fire there.

Really love what you wanna go build. Yeah.

Natalie: Yeah. By the way, I just wanna do a caveat here. That's not everyone who has a quote unquote real job. I think it should maybe be called a traditional job, like, yeah, yeah, yeah. You work for an employer. The point was someone wanted to that thing at all. That's okay.

She wanted to

Diana: discourage me. She didn't approve of me, and I let go of getting her approval.

Natalie: Exactly. I think

Diana: there's Val, however, you go out and listen to episode, season three, episode one, their mindset on money, however you wanna go out and bring money into your world is fine.

Natalie: Yes, yes. Yeah. Okay, Diana, how do you find clarity about who you wanna serve or what problem you wanna solve?

Not everyone is going to want to help. You know, the kinds of people that we're helping, they might wanna help someone else. They might wanna help someone do hair. Totally. Or they might wanna help someone. Uh, they might, there's

just, there's a million different things. But why is it important too also to, uh, test ideas before you invest a lot of time and money?

Because that's another, I've seen people like just jump into something before they've really tested out the idea at all and maybe talk a little bit about that.

Diana: Yeah. Well, and I think sometimes we get excited because we hear somebody else build a business this way or somebody else did this, and you're like, well, I could do that.

And you're not really checking in to see if that's what you wanna do. So this is when I started my life coaching business. I got a side gig. I was, uh, brought in by my friend's husband who has coached. Entrepreneurs from around the world, including Damon John from Shark Tank on how to speak from the stage and grow a business and make more money and all of this.

And I, he recruited me as one of his coaches. So I've been able to, uh, over the last seven years I've. I stopped counting. I think it's thousands of entrepreneurs I've helped over these last several years with this very thing, and there is no exact right answer every time I've coached an entrepreneur or entrepreneur to be on what business they wanna create or start.

They've gotta, you've gotta look in inward, forget all the fancy stuff you're hearing around, or, oh, they. They did this, uh, multilevel marketing stick on nail polish thing and made money, I could do that. Or they, you know, forget chasing all the shiny things. You wanna pause and you wanna look inward at yourself.

Like, um, I think you and I have talked about things like asking yourselves, what do other people already come to me for? What are other people already asking me for help with? Uh, is one way to look inward or what, what kind of things have I done that come easily to me? That are harder for other people.

Where do I see things differently or have insight into a solution that other people don't come to Naturally? What, where do I have experience?

Yeah.

Diana: Lived experience that I can guide other people with, or one that I, this is, if I had to choose one question to ask yourself, it would be, what problem did you have that you no longer have because of a solution?

That you found or created and can't, you know if you can turn that into a business, you are already an expert in that.

Natalie: Yeah.

Diana: Which is how you started Flying Free for women who are wondering, is it me and need to make sense of their confusing marriage. And that's how I started the Renew Your Mind podcast and renew Your Mind Coaching is because.

Of my problem. And I say I help women who've tried to do the right thing all their lives. 'cause that was me. Get married, stay married, raise good kids, volunteer at the school, volunteer at church, smile at the clerk at the store, recycle like, I'm doing everything. I'm trying to do it right and I'm still miserable and stuck.

That was me and I found the solution and I thought, how many other people are out there struggling like this? Thousands upon thousands. And I don't want them to suffer the way I did. I wanna go help them. And my solution came from cognitive behavioral therapy. You wanna know your solution. My solution is to help stop the brainin and see what am I thinking, what am I feeling?

What am I doing? And, and when we do that, it's kind of, we get these aha moments like, oh. Oh, I can see it when I think that this is what happens, and this is what I feel is what I do, and this is what happens. Oh, why didn't anyone ever tell me? So I just got so jazzed about that. I knew that's what I was gonna go create.

Is there a problem that you had? That you no longer have 'cause you created a solution that is one of the ways to dig in. On the other hand, Natalie, can you tell me like how does that relate to you starting your soap business? Because that was fun and satisfying for a while, wasn't it? Where, I mean, what, yeah, what's There was a solution you were solving and it was something that you were passionate about.

Yeah.

Natalie: Well, but I got into it first of all, because I was looking for natural soap for my family. And I had tried a little sliver at the health food store that would cost an arm and a leg, and I was like, oh my gosh. So I started trying to see if I could make it for my family and then, then I made it for my family, and then I made too much, obviously.

So then I started giving it away, and then I started doing more research of places that were selling it other places. And, um, and started learning the craft. Like, uh, just make, like learning the skills of making it, how to make a soap recipe, how to change like I was in, it was a passion project that I was very interested in.

And, and then I remember when I was like, you know what? I bet I could sell, I bet I could sell this soap to friends and family possibly, and maybe the neighbors. Well. So I, so I made some different soaps and then started selling it, and then we were off to the races, whatever the, I just made like tiny little, it, it, I didn't really make much money, but, uh, the little bit that I did make, I invested in better equipment and better, uh, uh, better ingredients.

And then I just, and then I just went from there, so it became something. So I learned all about soap making and became really, really good at making soap. That was my focus. I'm I, I sell soap. And then I got really, and then I learned all about business and I was just fascinated by how to run a business, how to make your customers happy.

My goal was to just. Really wow customers so that when they opened their box, they were met with the most amazing smells. I only used essential oils, like real essential oils, and they, they, they, they just would have so much fun opening their box and using their soap throughout the month. And then hopefully they would wanna come back and they, and then I would become, my goal was to become their one-stop shop for natural soap.

And then I branch, eventually I branched out to other products that kind of coincided with making soap. But you started with

Diana: the problem though.

Natalie: Yes. I started with the problem. You had your own family.

Diana: Yes. Yeah. That, and then you had, and you came up with your own solution and you tested it. You asked about testing it too.

Uh, the way I tested with coaching is. I started coaching people for free. Yeah. I thought, let's see if I can actually do this. Lemme just get some volunteers. I got found five people in real life who, uh, volunteered to let me coach them for six sessions and then they would give me feedback, uh, and a testimonial, and they all loved it.

And then some of them came back and I'm like, now I'm charging. And then about half of them came back and paid me. And then I just, I kept going and I kept, and then I start, and then I got a stranger. To be my, you know, this is the first part. I don't, I didn't know her in real life and now I'm coaching her.

This is crazy. She's one of my super fans. She's been on my podcast before. Okay. She's been through all my stuff, but yeah, I, I tested it. Um, okay. So what other things should we be thinking about at, at this point in starting a business?

Natalie: Yeah. Well, I think we should think about, uh, simple offers. Like instead of, uh, trying to do everything all at once.

Um, I think if you can think of one simple offer, like for me, yes, my soap business eventually expanded to other offers, but my simple offer was soap and I focused on that for a few years. First. Also, I think it's important to recognize too, that your business might be a side gig for a while. My, both of my businesses that I started were side gigs before they became full-time, like supporting me.

Okay. So, um. Like it took 10 years before the soap business was actually like a, to the place where it could have supported me. I actually ended up selling it. Um, but, and then I lived off of the proceeds of that until I got my second business running to the point where I could be supported off of that.

So anyway, I think just having one simple offer, my simple offer now is just, well, it was at the beginning. I help Christian women. Deal with pain and confusion in their Christian marriages. Emotional and spiritual abuse, not physical abuse. I'm not trained, I'm not a therapist, I'm not a, but just, just physical, just, uh, emotional and spiritual abuse.

And then this, and then it expanded because a lot of those women that I was working with ended up getting divorced. And then they were like, well, now what? Now? We're divorced. Now what? So then I started working with the, I started Flying higher. Then I thought, okay, let's do fly. Let's. We flew free. Now let's see if we can go and fly higher.

And so, and, and, and

Diana: you can, and, and boy was that needed. Yeah, I've seen, I've seen so many women in Flying Free just crave that next thing. Once they get free, they're like, oh, now I just wanna grow. Now I wanna heal now. I want so much goodness in my life and Flying higher. Makes that happen.

Natalie: Yeah. And you can actually be in Flying Higher and still be married to your abuser.

It's just that I recommend going through Flying Free first because you need that foundation before. Yeah. Uh, Flying Higher is a little more advanced, but anyway, um, I just think starting off with a simple offer is really important. Um, for lots of different reasons. You can learn faster if you just start with one thing and learning is.

There's a learning curve to anything you can learn about business and you can learn about the thing that you're actually selling. You can do learn, get better and better at it. You can become an expert at it. You don't overwhelm other people with like 500 different offers. There was a point where I had, I think I had over 60 varieties of, of body bars and shampoo bars altogether.

That's a lot.

Diana: But that was after 10 years, right?

Natalie: Yes. Um. You protect your energy when you stay focused. Uh, I don't think simple mu is boring, it just means focused. Um, and I think how you start to choose your one simple offer is, again, like what Diana mentioned, you just start with the, the one thing that you want to help someone create in their lives.

So for the first one was just, how do I meet the needs of moms who are looking for non-toxic? Products that they can use in their homes at the kitchen sink in their bathroom with their children, uh, that also smell really good, that look really pretty, and that are safe for their families. I wanted that.

And so then I found out that other, I was not the only one in the world who wanted that. So, um, and then now just, I wanted, I remember a time when I wanted to be free of confusion and self-blame, and I wanted to be clear and I wanted to feel sane again. And so I. Turns out that I didn't know this, but turns out that there's literally millions of Christian women out there who want the same thing.

So I guess that I can help them. Um, I can't solve all the problems and neither can you just one, just pick one problem and, and also don't build something so complicated that you can't sustain it over time. Because once you get started, it's like even this divorced Christian woman podcast when we thought about starting it.

We really did think about it for a few months before we started. 'cause we had to consider are we gonna keep going with it? I mean, once we start it, I don't really like to start something unless I can keep going with it. And indeed we are going to, I'm not sure we can sustain it long-term the way it is 'cause we both have our own podcasts.

But we have been thinking about and throwing out ideas of how we can sustain this. In a way that, uh, keeps it going, but that also doesn't burn Diana and I out and keep us from our other work. So anyway, Diana, let's talk about niching down then. Oh, first of all, let me give you some examples of, of single offers too, just in ca just to get people's juices flowing.

Um, like being coming a virtual assistant. But maybe there's a specific task that you do really well, like designing websites. Maybe you. Went to school and learned how to do that, or maybe you're really good at editing or maybe you're really good at like copywriting or maybe you're really good at, you know, just technical stuff with websites.

What about photography or how, or cleaning homes or businesses? Coaching or mentoring, selling handmade items, meal preparation. I have one friend who started a business making cakes and baked goods for businesses, so she would go and sell to bus. She lived in a area where there were a lot of businesses she would go and sell, and businesses would buy that for like Friday afternoon muffins from, you know, this company.

That's local homemade, like who wouldn't rather have homemade muffins brought to their business than buy something from? Costco, right. Well, I guess maybe there might be some people, but I prefer a homemade one over Costco.

Diana: That's really smart, by the way though, because she went, she targeted customers who could already pay more and make larger orders right off the bat.

That was

Natalie: Exactly, exactly. Um, and that was her target. She was not going around door to door selling to individuals because she wanted to sell in bulk, um, bookkeeping, uh, or just, or teaching a skill. You know, maybe you teach, maybe you know how to play the violin really well. You can teach that stuff online now.

You can do English as a second language. You can tutor high school students or students who are planning to go to college. You can tutor college students if

you're really good at math. Or maybe you were like, maybe you're like me and you got a degree in English education, and you're like, I could tutor English.

Students, uh, high school students who are struggling or, you know, there's all kinds of businesses that you could do it. You don't need to worry about scaling. Just getting started. Okay. So let's talk about niching down though. Why don't you talk about what that, what does that mean, Diana, and how do you Well, a

Diana: niche is just finding your little, your little pockets in the world.

Um, so you, you're not gonna go out and markets to everybody because. Everybody is not your ideal client. So when specifically, if you go back to what we started with talking with, if you know the problem you're solving for someone and you know what solution you're gonna give, you can make like an avatar type person for who's the per I, I will say to people, if you were just sitting down in a coffee shop having a cup of coffee, and then somebody came up to you and, and, and said, do you have a minute?

And you're like, yeah. And they sat down and now they're sitting across from me and they're like, I, I just have this problem and I was wondering if you could help me. If what came outta their mouth was exactly what you wanted to help them with, what would they say? And who is that person? Is that a 30 5-year-old Christian mom who's driving a minivan and has, you know, three kids in tow?

Is it a 65-year-old retired man? Who is looking for hobbies? Who like definitely not. Is it a college kid? Right? Who? Who is that person? That's the person you want to niche down, as we call it. You wanna be like, it's not, no, I can, I can help everybody. No, you can't. Like if I went into a. Stadium of 80,000 people right now, and I got five minutes on the stage and I said, I can help you renew your mind.

Whatever you've been thinking that's been bothering you and having you feel overwhelmed, I can help you shift it so you can feel peace. But I didn't talk about it in any way that helped people in the stadium identify themselves as my ideal client. Nobody would think I could help them because they're gonna look to their right and see.

You know, like, okay, I'm a 50-year-old woman and this is like an 18-year-old boy. She can help me and him. What about this person on this side? This is, you know, an expat from India. He is 60. He barely speaks English. Can she help him?

Natalie: Yeah.

Diana: Is this person on the stage saying they can help All of us? No. So if I get up, I'm gonna say I help Christian, women who've tried to do the right thing all their lives, but still feel unsatisfied and stuck.

And the majority of the people in the stadium are gonna be like, that's not for me. But there's gonna be a small percentage in that stadium that says, oh my gosh, that's what I need.

Mm-hmm.

Diana: That's what niching down means. Yeah. The people that what you're offering, uh, it's perfect for are gonna totally see it and all the rest of the people are gonna fall away because we don't need all those people.

We just need your people to find a way to you. So, so think about the coffee shop and who is, whether it's soap or carpet cleaning or coaching or anything else, you're gonna offer bookkeeping, whatever it is, your ideal client comes and sits down in front of you. Who are they? And then create a little avatar.

That person I had my first avatar when I did coaching, you know, this was a 40-year-old mom who shopped at Target, drove a minivan, wore jeans, volunteered at church. I knew who this person was. So does that, yeah. Would you have anything to add to that?

Natalie: The only thing I would add is 'cause I was thinking about how, um, you know, I have a newsletter and a certain number of people on the news, and then I always, whenever I put out an email, I always get a certain number of unsubscribes.

And when I was first starting my business, even with the soap business, I, I had a newsletter as well. When people would unsubscribe, it was really hard not to take that personally and to go, well, why don't they wanna get my newsletter anymore? It's because they're not identify self identifying as my avatar anymore.

So do I really want, that would be the same thing as you speaking in front of this auditorium. And saying, okay, I have a message that's gonna change the life of Christian women who, you know, who feel like they've tried everything they can and they're just failing and they, and, and they don't know what to do anymore.

Everybody else can go because this isn't for you. Yeah. And all the people that would leave, it'd be like s. Being butt hurt on, you know, that all of those other people left. Why we don't want them to stay. They're, they're not your person. They're not, yeah. They're not your avatar. You don't have anything to help them with.

You can't help the expat from India. So let him go. Yeah. Be and let him go get, let him respect him enough to let him go get the help he needs somewhere else. 'cause he needs someone, someone else is out there offering help that he needs. So it's okay. So now when I see people unsubscribe. I am like, okay, they're not, they're not.

They don't need this. I've even had people, sometimes you'll have people in your business that will need what you have to give them, and then they will outgrow you and they won't need you anymore. They're no longer your avatar. So when they say, I need to go, now you say, God bless you. That's awesome, girl.

You go fly on your own dude because yes, because that's what they're supposed to do. You've done your part with them and now they're supposed to go, or sometimes people will come into the programs and they won't be, they won't, for whatever reason, they're not able to do the program. Maybe it's too overwhelming.

Maybe they're just not in a place and then they leave, not ever having done any of the work again. That's okay. They're not, they're not the person that I can help. I can't help those people. So I focus on the people that I can help and I offer that help. And then those people are the ones that get helped.

And that's what you do with your business. As well. And when you think that way it just, I don't know.

Diana: I actually sent out an email once and I, and I challenged everybody to unsubscribe and I did get like, oh yeah, I did get like, uh, 5% of my people to unsubscribe. 'cause I kind of wanted to clean out the people who weren't

Natalie: Well.

'cause we, we pay, we pay, yes. We have to pay for all of those people that are on our newsletter list. So we don't wanna pay for people who are just not reading it and not wanting to hear. Yeah. So I was so happy

Diana: when I saw however many, you know, a hundred people unsubscribe. I'm like. Nice. Okay. I wanted to maybe skip ahead, tell me if it's okay if I go down to this question.

I wanted to ask you, how can someone build a business while working a job or managing family responsibilities without burning out? Can I go to that there, pat? We had some pricing stuff, but I thought maybe this would be more universal.

Natalie: Yeah. I, I just realized I really didn't do a lot of thinking about this one.

Oh, I, I just realized I didn't really, uh,

Diana: let's just talk off the cuff about it. Yeah. Let, how can people talk off the. Build a business while they also have a job. Okay. And they have family and they don't wanna burn out.

Natalie: Well, I mean, I did that. I had nine when I started my soap business. How many kids did I have at the time?

I think I had, I had six. No, I had five kids when I started. Maybe six kids when I started the soap business and then I had nine. I had three more. So I, I had three kids while I was running a soap business and homeschooling Wow. And hosting people in my home, because that was a big deal and were in my circles.

If you, you had to be a good hostess. So I would host like lots of families in my home. I was, I've, I mean, I've always been kind of a driven type, a very organized person, so that helps to have that personality, but. Um, I was like doing it and juggling all of these plates and dealing with a daughter who had, you know, major emotional dysregulation and then a husband who was not supportive.

So yeah, when I look back on that time, it's very much a blur and crazy, but I still did it. It actually, my business became my outlet to kind of restore my sanity. It was like one thing in my life that I could kind of control. Mm-hmm. So it was really helpful for me, what I think. How I did it is that I didn't do other things.

I did not read magazines. I didn't have time to read magazines. I didn't scroll social media. I don't even know that there was social media back when I first started the business. Um, I definitely use the internet to research and take cla,

like free YouTube videos on soap making and stuff. I use the internet to educate myself on soap and, and everything.

Um, and I did it in any. Spare moment that I could, so like I'm making dinner and I'm watching a video on how to make soap while I'm making dinner. I, you know, I am sitting on the toilet. I am like trying, you know, also watching a video on how to make soap, or I am, you know, answering someone's question in the emails.

Um, there is no amount of time, there was no dead space in my life, none whatsoever. I was doing more than one thing at all times. Now, when I say that, if you're the kind of person that's like OMG, I just want, I'm breaking out in hives right now, then that's me. It may not be. Well, I'll, I'll tell you a different

Diana: perspective.

Natalie: Yeah. Okay. Yeah, I wanna hear that. Um, I didn't burn out because the reason I didn't burn out on that is because, again, I loved it. We don't burn out on the things if, if kids don't go to Valley Fair and burn out on Valley Fair, 'cause they love it. They're never, you know, they're sad when you say that it's time to go home.

I was like a kid in a candy store with my business, so I never burnt out on that. Um. I, yes, I did maintain all my family responsibilities as well. If anything suffered, it was my own, you know, maybe my own mental health, although I think it was actually good for my mental health to have that focus. Uh, 'cause then if there was something abusive that just happened, I would just divert my attention from that to whatever my, you know, whatever was happening in my business.

And honestly, that's all I, that's all I had. That's all I had. And I think God used it and it was a good thing. So if there's any judgy pants out there judging me for that, I really don't. I-D-G-A-F-A-F. Yeah.

Diana: So, uh, yeah, I'm not judging you and nobody, I, I don't think anyone should judge you or me. And we did it different and we all have our own way and our personalities and our nervous systems and all of it can handle different things.

Now I'm the kind of person. I, I'm an introvert. I need a lot of downtime. I need, I go into myself, you know, like coon back in, like, don't anybody bother me. I'm just over here being me with no stimulation right now, or only the

stimulation I choose. So I was very thoughtful as I built my business while I had other.

A lot of other responsibilities. And so I have something practical to say about it. I was just determined. I'm like, I am going to do this. And I looked at my responsibilities. I got a planner and I put chunks of time in the entire week on where would I normally be doing different things. And then I saw where are my open pockets of time?

And then I thought, how much time can I devote to building this business in a week that looks like this? And if it's 10 hours, I'm like, okay, I have 10 hours. What do I want to accomplish in those 10 hours? And then I put it in the different pockets of time. So it was now scheduled. And then when that time came, I'm like, now's the time that I'm writing a blog post.

It's on my calendar. I just do it. Yeah. But I also made sure I had downtime scheduled in because I needed that. I needed to not go like the Energizer bunny like you. I'm not the Energizer bunny. I'm Duracell. No, I'm vac. No, I'm Walgreens brand. Bottom shelf. Sitting there for three years battery. I need my downtime.

And so I schedule that into my calendar too. Whether I needed a whole day, I would make sure I had a whole day, like every three. So quarterly I had a whole day I could just drive away from home, talk to nobody. But then weekly, I'd make sure I had like two hours in a row in the week. And then other times I might make sure I just had 15 minutes here, 15 minutes there.

But, uh, I scheduled my business stuff to add into what I was already doing without going past my capacity. And I made sure to schedule my downtime. So it is possible. You have to, when you're starting a business, you have to invest time and or money.

Mm-hmm. And

Diana: how much time and or money. And I say that because you can Higher people to do things for you and, uh, you know, pay for marketing and stuff like that.

And other people do this stuff for you, or you're gonna do it yourself.

Natalie: Yeah.

Diana: So a time or money or a, a mix of it.

Natalie: Yeah.

Diana: But you ha, you ha. If you have limited capacity for the time and money you can put in, it's a slower build. If you have a larger capacity for the time and money you put in, it's a faster build.

Just know that going in and be patient with yourself.

Natalie: Yes. If you

Diana: wanna create it, you can do it. Yeah. Just be just thoughtful about it.

Natalie: Yeah. There is a, I'm gonna put a plugin for one of the courses, one of the many courses that I teach in Flying Higher, and it's. The get anything done course only because what you talked about as far as calendaring, that is like one of the, one of the, um, skills that I teach in that course and the, the concepts behind that.

So

Diana: yeah, that course is great. Whether you wanna start a business or not, we're all busy Women who have a lot of things to fit in our lives and yeah, get anything done. Make, well, it'll bring you so much more peace. It'll bring you clarity and it'll bring you some order.

Natalie: Well, and we had people when they went through that class live, we had people that were like, I have this room that I've been wanting to declutter for years and I've never done.

It's like a room that just was filled with stuff and they couldn't use it. That was the kind of thing that people were bringing to the table, like, how do I get this done? And they. By the time we were done with the course, they had it done. So Awesome. So, oh, it was so much fun to read the transformations that were happening in people's lives during that, during that class.

But anyway, um, all right, let's, we're almost up, but I do wanna talk about like maybe the, the mistakes that beginners make and how to avoid them, and then let's give them some quick wins that they can do today if they're thinking about starting a business.

Diana: Okay. The first quick win, or I'm sorry, not quick win.

The first, um, mistake that comes to mind, which I see so many people do. Well, I'll do, I'll give you two of them. Um, one is. Overthinking and over researching without taking steps forward to build. So this is the, this is the kind of thing where it's like, I'm gonna take another class. I'm gonna go watch more YouTube videos, I'm gonna read more books, I'm gonna do more planning.

I'm gonna take more courses on how to set up my products, and I'm gonna work on setting that up. But I'm not actually gonna go out there and offer anything to anybody. Yeah. So they spend way too much time in the planning and research without actually going out and making offers to sell what you're, what you are creating.

Yeah, so

Diana: I would say do just a little bit of setup and a little bit of research and just start offering Natalie's first soap products. Were not as pretty. She, she got 'em out there and I

Natalie: sold 'em cheap. I sold 'em cheap 'cause of that. Yeah. I said this is, these are my first attempts. So you get to, you get to get 'em at a really low price.

Diana: My first coaching, I'm like, I told him, I don't know exactly what I'm doing yet.

Natalie: Yeah.

Diana: But if you're, if you're in it, I'm just gonna coach you six times and we'll see what happens. Okay. So that's a big mistake. And then another mistake I see a lot is people shifting their product or niche focus before they've given it a good run.

So like for example, I decided I'm gonna offer one-on-one coaching to Christian women. And it's going to be 12 weeks long and it's gonna cost \$997. I think it was my first price for the 12 weeks. It's a little more now, but uh, and I'm gonna do that for a year. I'm not gonna try to do group coaching or classes or other, you know, workshops or other things.

There's so many different things I could offer, different ways I could coach people. I'm gonna offer one-on-one coaching and I'm gonna go all in on that for

a year. With the niche that I've chosen with this product set up, the way I have it set up. I'm gonna see what happens. So I, I think people get nervous if they don't sell something.

Like, I didn't sell much in the first three months. Well it's 'cause you're just getting started. You need to do more marketing. You need to get out there more. You need to keep working this.

Yeah. Because they're

Diana: like, not enough people are buying. So I guess I need to change, I need to coach somebody else, or I need to switch to workshops so they don't give it enough time.

Or instead of soap, I should do deodorant. I've gotta change now 'cause I didn't sell enough soap. No, give, give it some time, get some traction. So those are the two mistakes that come to my mind. Yeah. What mistakes do you think of?

Natalie: Um, I have a little list here. Um, I've seen, I'll kind of give examples I've seen in real life.

I know one person who was really spent a ton of time on their branding and then once they had their branding dialed in, that was the end of it. So they weren't really selling anything, but they definitely had a pretty brand. You don't need branding when you first start. I didn't have packaging for my soap when I first started.

I just had blocks of soap that I said, you need

Diana: a product and customers to start.

Natalie: Yes, that's exactly it. A product in customers. You don't need a website at first. You don't need anything else. You do need a way, well, we'll talk about, you do need a way to take money. In fact, I think there's a, let's see. The minimum viable business has this, let's just go into there.

It has one offer. One person you can help. One way to get paid, whether it's Venmo or Stripe or PayPal, and then one way to tell people about it, that is the minimum viable business.

Diana: Amen. I love that. Yeah. Everyone should start that way.

Natalie: Yeah, exactly. Um, uh, thinking that your results are gonna be instant.

'cause you look at someone else that's got a business and you think, oh well, that they make it look so easy. I can do that. Then you realize, no, this takes a long time. This takes a few years. I've had people ask me, you know, if I can, I don't do individual coaching. Uh, although I did start this, uh, Natalie in your pocket with, uh, what's it called?

Voxer. But yeah, it's so fun. And I did get a client, I got one client and we've had a blast together. Well, I shouldn't say a blast. I, I

Diana: have Natalie in my pocket for free, otherwise I would totally buy that. 'cause I need you in my pocket

Natalie: anyway. It's like, so I've been able to help this one person, um, just with ongoing stuff for a month.

And she can contact me any anytime she wants to via Voxer. But otherwise, I don't do any one-on-one coaching. But I do, you know, I do coach people actually one-on-one, you know, you could say in the forum because they can ask me any question and then I'll answer them in the forum. So, and Diana, for that matter, will also talk to you in the forum.

Um, but I think. Oh, just expecting that, you know, oh, well they've got a website and they've got a forum and they've got a, they've got this and that and the other thing. And I bet it's not that it must not be that difficult. Maybe I'll just, you know, I'm sure I'll be able to do it. And then realizing, well, it took 10 years to build that.

So just, just don't expect your. You're gonna have this thriving business and you're gonna be able to support yourself. Because that's the other thing too. I've seen people Well, you will just

Diana: Not overnight.

Natalie: Yeah, exactly. Um, they'll be like, okay, I'm divorced. I've got, you know, a two years of like extended alimony or like increased alimony or I'm living, I can live off of my divorce, uh, settlement for two years and then I need to be on my own.

So I'm gonna start a business. I always get scared for those people. 'cause then I think. Could you in two years have a business that's self-supporting? Maybe

may. It's not impossible. Is that gonna happen? I think there's a very real possibility that that won't happen. And so you, you're gonna want to, you know, like adjust your expectations a little bit.

Diana: It depends on the amount of time and uh, money that you have. Yeah, that's true. To invest in how committed you are to making it happen. Yeah. I decided when I started, you wanna know, I don't know what it was like for you, Natalie. When I started my coaching business, I'm like, I'm gonna keep going. I will not stop.

That's it. That's my decision. I will keep going and I will not stop. And it took a couple years until it was a viable business.

Natalie: Yeah. Yeah. So

Diana: gotta give it time and effort.

Natalie: I think the last thing that I mentioned is just, um, waiting for your, waiting to feel confident instead of knowing that confidence actually grows as you take action. When you coach, like for Diana, I'm sure when she coached her first person for free, she probably wasn't feeling super confident, but after she coached a few people for free, she started going, oh wow.

I can do this. I guess I'm really helping people. Now, maybe I have some confidence to charge money for it. So just get out there and start doing. Taking action is how you grow confidence. You're not gonna have confidence for something that you've never done before and, and just expect that. I just gotta wait until I'm more confident.

That's not gonna ever happen until you take action. So, alright, we're gonna close, but quick wins. What are some quick wins that they could do today bef, you know, they could literally do today if they wanted to as soon as they got off this podcast episode.

Diana: I, I think a quick win if you know you wanna start a business, would be to go tell some.

That you're going to do it. I think it's a win because it gives you some excitement and it also gives you some accountability. One the way, one of the ways I grew my business was speaking out the things I was gonna do. Anytime I'm gonna do something, I say it to people, I say it on my podcast, now I'm like, here's what's coming.

And I'm like, great. Now I put it on the podcast, I'm gonna have to do it. But it gives you that confidence boost and it kind of, uh, it's telling your brain, I'm doing this.

Natalie: Yes. I love that. So

Diana: that's a quick one.

Natalie: Another one would be to write down the problem that you wanna help solve. And you know what, you could also chat GPT this and just say, this is the problem I wanna help solve.

Can you give me, you know, 20 other related issues. Just to get your brain juices flowing, you know? 'cause you might come up with an original idea and then you might get a couple of other like branches off of that idea that you might go, oh my gosh, I didn't even think about that. So definitely use ai. Ai, it sucks in a lot of ways, but in some ways it can be helpful.

Use ai, ai. AI is a great brainstorm tool. So if you write down, you could even say, this is what I'm good at. This is what my experience is and just dump it in there. You could even do this, say to ai, go, I'm trying to come up with an idea of a problem that I could solve to maybe eventually start a business with it.

Walk me, ask me good questions that would help me figure that out. And then go, you know, pretend that you are a business coach and you're asking me good questions, and then just answer the questions and it will eventually bring you to the point where you come up with an I one idea that you wanna help solve.

Diana: Yeah, you can just keep telling it. Nope, that's not it. Let's try some more until you actually land honest.

Natalie: Well, if it's asking you questions, I've actually done this with AI before, uh, with my own business. If it's asking you questions, even the questions that it asks are gonna help you to think of things.

Yes. And then it's going to learn more about you and what you are good at and what your experience is. Uh, and, and then come up with ideas that would relate to all of that. Yeah, it's another one.

Diana: Another quick win would be to go, uh, offer whatever if, especially if it's not a physical product. If you're gonna offer some sort of service, you're

gonna clean a house or do bookkeeping or coach someone or whatever else it is, go offer it to 10 people.

Give yourself a week and go offer that service to 10 people. Chances are if you offer it to 10 people, one of them's gonna take you up on it. Yes. And that's a quick win.

Natalie: To that point, even before you do that, write down what we talked about before. Write down who that person is. Yes. Okay. So you're not making that offer what you know to the wrong person.

It's called an avatar. So you're not making the offer to the wrong avatar. Yeah. Um, and then let's just end with this. Okay. Decide how you're gonna accept payments. Do you want them to Venmo you? I mean, like, that's an easy thing that you can do. You, and you can do that e easily, like Venmo is probably a really good.

Diana: If you already have an account. Uh uh. Venmo wasn't as popular when I started as it is now. I had PayPal, so I just started with PayPal. Yeah,

Natalie: that's what I started with also as well. Yeah. Alright, you guys, that is the end of our episode. If you want more, uh, come into Flying higher, I've got courses that can help you dig deeper if you want individual coaching, di maybe you're further along, you know, if you've already got a business idea or you've already started a business and you want more, um, you know.

Focused coaching on exactly the problems that you're coming up against in your current business. Diana's the, a great person to get ahold of so you can reach Diana by how,

Diana: let's do, for that, let's do email. 'cause I don't really, uh, it's just usually by referral that I do the business coaching. Okay. So email me at Diana D-I-A-N-A at Diana Swiller.

S-W-I-L-L-I-N-G-E-R. We'll put it in the notes, okay? Yes. Dot com, diana@dianasweller.com. And I'd be happy to set up a free business coaching chat with you on Zoom.

Natalie: Yeah, that sounds great. And then of course, her Renew Your Mind podcast, which is R-Y-R-Y-M

Diana: podcast.com.

Natalie: Thank you. And then, and then Flying higher.

Join Flying Higher. Yeah, definitely.

Diana: Join Flying Higher. What's say

Natalie: for that, it's literally join Flying Higher.com.

Diana: Yeah, totally. And so I'm in, I'm in the program. I've gone through a lot of the courses. I've taught the classes, I've some classes. I've attended some classes, and I've seen the personal growth with these women.

One OnOne. I've met many of 'em in over a hundred of 'em in person, and I've seen what that program has done for their lives. It is worth it. It's so affordable and it's worth it. Yeah. Join. Join Flying Higher. Com.

Natalie: Yeah. Alright you guys, that's it. We'll see you next time. I can't remember what we're talking about, but it'll, again, it'll be about money.

Let's see. Maybe we can actually, we, I actually do know what it's gonna be about. It says about estate planning and insurance, so that's our topic for next week. Until then, fly higher.