

There's no right way for growing an online business. And honestly, me and my guests are more than fine with that.

I'm Hailey Thomas. And this is the podcast that lets you be a fly on the wall for candid conversations and many lessons through a variety of online entrepreneurs who are growing their businesses based on their own visions. We're on a mission to normalize and laugh about the behind the scenes truth of achieving a new level of success in your business. This is one year from now.

Hello, welcome to the podcast, y'all,

y'all, I am so excited today to formally introduce and invite you to my group program that's coming up, it's going to be amazing, or we're going to talk all about it today. But we're gonna talk about it through the lens of the distilled core, kind of essence of what it is I want you to get out of both the group program but also this episode. And it's this idea of self built security. Okay, so that's the lens through which we're going to talk about the group program. Before we kick things off. I want to continue on with what I started this month in September, and that is sharing testimonials and sharing insight from students who are on my one on one client roster. This one is from Joanna. She was on the podcast a couple of months ago, talking about her journey as an entrepreneur and not really starting into entrepreneurship until she was 40 was a top designer at a company that she worked for for many years. She came to me in December of 2020. And her initial frustration wasn't that she hadn't started yet entrepreneurship is that she had dabbled a little bit I think she made 32,000 her first year kind of freelancing. But she had stepped fully into entrepreneurship. She was making money in her business. But her profitability was in the red and she's a first generation entrepreneur. And so we work together through most of this year. And we'll continue to work together here going forward. So I wanted to share some of her thoughts about the process of working with a coach of investing in business and mindset coaching. So here is what Linda had to say. She said, My favorite thing about our work together is how you help me question my thinking and decide how to move forward. We are solving issues so quickly, my profitability has shifted and my personal wealth increased by 45%. In six months, I've earned back my ROI and have started to see the possibility of what could come next. It is scary to invest this much in one aspect of business. But I earned back my investment nine times in our first six months together. Investing at this level made these meetings and my homework some of the most important hours of my week, and that has paid off. I absolutely did the work and showed up to make change happen in my business. Haley offers so much extra support, listening to the podcast learning from her social content and her bonus sessions for her clients like evaluation, our summer mindset camp, and random specific calls. And trainings really helped me deepen what I was learning in our sessions. I followed Haley's free content for yours because it was so valuable. And when it was time to hire a coach, I never considered or price anyone else. I knew Haley would be the perfect fit for me. The only question was if I was willing to spend the time and make the changes. I have grown and evolved so quickly in the last seven months, and I get really excited thinking about the next six months of growth and evolution. Joe, Linda, like I said, was on my podcast. And so if you want to hear more about her story, you can go back and look up her episode. Jelena. Smithson is a designer, web designer and a brand designer based on the east coast. So I will also make sure we link up to her social

media channels so you can check out her amazing work. I'm really excited about testimonials like this because I think it highlights exactly the essence of the work that I do with my clients. Yes, it is very much about profitability, and about business mechanics and about examining and creating business models that work for you and work for your clients and delivers results. But it's also so much about understanding how to treat yourself and how to think and examining the programming that you have going on that creates the results that you have. It is work and it creates results. So thanks for Linda for sharing it with us here on the podcast. Let's get into this idea. have self built security and introduce you to one year from now the residency. So here's how we're gonna lay this out. First of all, I want to talk about the residency about what it is and the core of it, which is self built security, I want to talk about who it's for, I want to talk about the success parameters I've put around this program to ensure my clients get 100% results 100% of what they came for. And if you plan on joining us, the three things you need to do right now to prepare to join us. As a result of this episode, my hope is that you completely know whether or not this is for you. Because if you've been following along for any amount of time, you know that I am for powerful decisions. It's a powerful Yes, or powerful No. And I want you to know if it is how to work on the belief that you belong in this room, and how to coach yourself forward into this new space into this room that I've created for your growth, we're going to start with this idea of self built security, there are probably seven different definitions of security, but I want to focus in on this one that I've crafted from a couple of them. And it's the resilience to feel stable, and free from excessive fear or anxiety, no matter what resilience to feel stable and free from excessive fear or anxiety, no matter what. It's the state of being a free from danger or threat. Or if we apply this to business and entrepreneurship, it's feeling free from danger or threat that might come from the market that might come from other people's thoughts about you and your business that might come from fluctuation in business model that might come from your own anxieties about who you are. When you create security for yourself, those things are still there, right? We don't make them disappear. But they no longer have power over you. They no longer are the defining factors for what you can and cannot do with your life. Because we are constantly searching for safety and security. Always, when we were in our w two roles, or if you're ever in corporate, typically when we talk about security, it was given meaning you couldn't create it, it was agency, somebody would give you a job, they would pay you twice a week, they pick an insurance for you or you buy into their insurance, and it was secure. But it was given the security was given not created. It was monotonous, typically, right. So we're gonna exchange the security for this job we want you to do over and over and over again, it's probably not gonna evolve very much. But you get security out of it. Lucky you. Right, it was in a way that required our compliance, which is my least favorite part about working for someone else. And I'm not again, as I've said in previous episodes, entrepreneurship is not for everyone. But the safety and the security that's built by someone else is completely reliant on our compliance to do what they want us to do. So we don't actually have control, creative control over our careers, we don't actually have control over what our take home income is, I shouldn't say we don't have control, there are a lot more parameters to have control over our careers. When you are employed. And we get the security so long as we're good little boys or good little girls or good little humans, we get the security so long as we play along and allow them to lead the way. And the security requires us to stay indebted or connected to someone else forever.

that's required because to exchange the security of reoccurring paychecks and knowing your schedule and knowing where you're going to go and knowing where your money's gonna come from and knowing where your insurance is going to come from requires an indebtedness. You have to stay in that relationship forever, because the security is based on that relationship. Now, if you're listening to this podcast, you're already an entrepreneur and you're already like that gross. I don't want that. But I want you to notice, even when we are not in our w two roles, this is the programming that we've been living under, that we grew up being educated for that we prepared ourselves for, to be an employee. It's security, but in exchange for our freedom, security in exchange for the agency and choice and the security requires indebtedness. So what I'm more interested in producing, particularly in first generation entrepreneurs because first of all, if you're bringing this mindset over, it's going to be detrimental to your growth as an entrepreneur anyway because you'll be constantly looking for someone to be indebted to to teach you how to entrepreneur or indebted to the market like well, if the market goes up Now that I'm screwed or not, or people aren't buying things right now, or things are hard, so like, you're gonna constantly give away your agency and still act as if you are indebted to someone else for your security. And I'm not about that. And secondly, it produces far less powerful entrepreneurs. I think entrepreneurs are some of the most powerful beings on the planet. Why? Because we're constantly building shit that had not existed before. We're constantly going, Hmm, I wonder what will work here, I wonder what else we could try. We are so full of possibility. And then we also have the hard skills to bring those possibilities to life, we are so wildly powerful, and my calling for me is to help as many first generation entrepreneurs become the most powerful version of who I think are the most powerful people, entrepreneurs, people that create people that use their resources and are well resourced to change the world into a place they actually want to live in a place that I actually want to live. So are already about this life. But I want to talk about the self built security because I think sometimes it's the key, it's the essence, it's a piece that's missing. When people want to be really successful entrepreneurs or have multiple ventures or be a multi six figure earner or be resourced as a millionaire, million dollar plus, you have to have the sense of security because to move at that level. It's literally the opposite of all the points that I made about the way we were taught how security works, you have to build all of those things into yourself. So typically, my clients are far more interested in building self built security, which I'm going to pause here and say this is not the same as solo built security, because not a single one of us does anything alone, not a damn thing alone, somebody else grew your food, somebody else made your clothes, somebody else built your house, and you exchanged dollars for these things. If you have a partner, if you have a parent, no one is doing this alone. So it's not solo belt. But this sense of security has to be built. Because we are not raised with that we are not born with it. Especially if you are in a black or brown body. If you are in the body of a woman like we are not given security in the way that I'm talking about it, we're given an option for security that requires our compliance that requires us to play nice to get what we want. And I'm super not about that, because it makes you less powerful of an entrepreneur. So what I want to build for anyone and everyone who comes to work with me is this identity of a well resourced entrepreneur that is self secure, that has self built security, they're completely secure in what they can create in their skills and ability to manage their resources and create literally whatever the hell they want for themselves, for their communities for the world.

Like they actually feel sure and certain that they can figure it out. And they can put together their resources. So their time, their energy, their money, their brain space, their network privileges, that they do have that they can put these puzzle pieces together in a way to create what whatever the hell it is that they want, literally whatever. They want more time freedom from themselves. Sure. \$100,000 cash. Great, yeah, I want to buy a whole slew of car seats for all the women at the shelter, buy my house, great, do it. Right, the school needs a new program around diversity and inclusion, I want you to have the time to be able to hire someone or do that training, because you're not worried. And your livelihood is not connected to someone else being indebted to someone else for your how you spend your time, or how you spend your money. That's the sort of security I want. It's security in yourself and security in your ability to build whatever you want for whatever you need, and whatever you want to see. So instead of the security being given to you, you create it for yourself, and you trust yourself so much because you have the skills and the mental and emotional security, to do the hard things to build the hard things. You have the understanding of yourself to know when to push and when to pull back how your energy levels go up and down. And how to manage that as a resource to build what it is that you want to see. Your security is not attached or not connected to someone else. It's not connected to anybody else that is so powerful. Oh my gosh, I cannot tell you the amount of joy and pride. It brings me when my previous employer offered me a job last summer and I was like Oh that's cute. No, thank you.

There was no amount of money they could offer me to go back because it was so secure and what I can and have built, there's so many instances this year of things, I'm just so proud of myself for options that I've given myself and my family that are predicated on this belief that I can build whatever I want, truly, I can build whatever I want, or whatever we need example of that last year around this time, we had to figure out where and if we were going to send our son to school, and we found a kind of a private one off kindergarten class pod situation to put him in, but it was almost \$1,000 a month to put him in. And what I loved about where I am as an entrepreneur, is that I didn't have that cash, like in our budget set aside, but I said, Give me two weeks and let me see what I can do. And I did and went and created that money. And that's how my kid went to what was essentially a private kindergarten last year. Right like that created another option for our family and a time in which I mean, have we been in this situation five years ago, when I was still an employee, that's a no go, that's not an option. Private kindergarten pod thing is not an option when someone else dictates your salary and what your income can be. Right? So what I want to create is self built security, and first generation entrepreneurs, that is my whole jam. And it's made up of the ability to manage all of the resources you have available to you, and do so in a way that creates more of what it is we want to see in the world. So what does this have to do with the residency? Well, as you all know, the title of this podcast is one year from now, the one year from now, vision is a cornerstone exercise that I work with my clients, I have evolved over the last year and a half or so my speak on it, I use it in all these different places, because it is such a powerful way for us to envision what it is we want in a way that allows us to action on it. So I essentially took the last two years of my one on one coaching practice. And I looked at what my clients were trying to create, and where they were trying to go not just the stability they wanted in their businesses, but my clients are creators, they might have the title

of an accountant, or a UX designer, or you know, a coach, they are creators. So they also want to write books and speak and create their own spaces around equity and inclusion in the workplace or in the rooms where they work and operate. That's who you are. And so when I thought about how I wanted to scale my business, what I wanted was to create a container that's going to hold all of that, okay, that's going to really be a an amazing support structure, that's going to allow my clients to build their own self built security, and really allow them to have the accountability and the teaching and the support from their peers that truly are on the same level as them and are working to go further and move a little bit faster, and have fun and enjoy this journey. I started thinking about that. And when I sat down, I had like so many brain downloads, I was just sitting at my desk and writing and writing and writing all these pages. And what was created was the residency, this is a special thing to me, because I'm trying to figure out like, how I wanted to talk about this and what it was going to be. And the idea that I kept coming back to was a little bit like a doctor's residency, right? So doctors go to school, they have practical application, and then they do a residency. And if you've ever wondered why doctors go through a residency, because again, they've done all this stuff already, it's to give them the space and support they need to get acclimated to their settings and responsibilities as this new professional, right. The residency is where they grow the maturity and specificity that become the hallmarks of their career. It's where they decide I'm going to be an OB GYN or a brain surgeon or a family practitioner, this is where they get that maturity and really learn who it is they're going to be as doctors. So I want to take that idea and apply it to your journey as an entrepreneur. Okay, so up until now, you know how to make money, you have a business or businesses that work, you're not questioning whether or not you're an entrepreneur, this container allows you to really sink in and grow the maturity and the specificity that are going to become the hallmarks of your career as an entrepreneur. It's that self built security, right? I know what I can build. I know what works for me, I know how to help myself. I know how to manage my resources. So you can Go on and have this really long and enjoyable and illustrious career as an entrepreneur. And that's going to allow you to expand and stretch into, like legacy building level, right? So experiences and the things that you want to leave behind to serve the world and serve your circle of people. So that's the foundation of the residency, it is a 12 month container. And I went ahead and made it 12 months, because there are so many ups and downs you experience when you are really learning how to be an entrepreneur, not going to spend six months of coaching or 12 months of coaching, like grow, grow, grow, grow, grow, like you're also going to have dips, and it's going to feel hard, you want to know who you are in those places, too. So I've created a container that's going to show you and we're going to learn how to examine the full gamut of who you are as an entrepreneur, in an effort to build that security for yourself. So there's four main goals of the residency. One is to double your primary business with at least 50% profitability. Okay, this is the really pragmatic, just business stuff, right? It is really hard to feel secure, when you don't have a really profitable business or a primary source of income that is regular, and highly profitable. This is the thing that is foundational, and that allows you to work on all the other projects without pressure. Because you have your source of income locked and loaded, there's that's not going anywhere, you're not worried about it running out, and oh, no, like it's just set. Okay. The second thing is to get specific and start actioning on your legacy list. So I think I might do a podcast episode just about the legacy list. But

it's the projects and the experiences that are going to define and have a ripple out effect on the world based off of who you are, and the legacy you want to leave. The third one is to create a wealth building plan fit for your life as an entrepreneur. So businesses and projects that are profitable is like phase one, you then have to learn how to invest that money and how to spend it. And so we're going to talk about creating a wealth building plan. So that money continues to work for you. This first step is just creating the money and being really good at creating the money. But then we have to talk about, okay, how do we make that money grow? And how do we manage it. And then lastly, it's just gained the confidence and the self built security to make deals and live the life of a multiple six figure earner and entrepreneur, it's that self built security for you to really move and work and operate in this world as an entrepreneur and really learn how to be captain of your resources. So like I mentioned, this is a 12 month program, we'll start in January of 2022. And end in December of 22. This first cohorts only going to be 20 people. And I'm looking for the most kind of powerful and by powerful, I mean connected to the vision that I set for this container clients that I have and clients who I have not yet worked with. So it'll be combination of folks that I know already and folks who I want to invite into this space. So there will be weekly coaching and training calls. It will be a community hosted on Slack, there's also going to be a bunch of surprises and very rich experiences and and fun because personally like you can do this journey alone. But it's way better. First of all with other people. And it's way better with like surprises and gifts and interesting things like I love being supported and taken care of in a really luxurious way. So I do that for my clients. And we'll be doing that in this container. There's also a mid residency live event in June. So I live near Chicago, and there is a camp Camp aramony it's like the most luxurious glamping I have ever seen in my life like these tents and I'm air quoting the words tents because they have hardwood floors, and air conditioning. And they're like, outfitted with like Western furniture. So these tents are the most beautiful, amazing tents I've ever seen on this. I mean just beautiful. I forget how many acres it is but like 20 something acres, and it's right by the vermilion River. And there's this beautiful historic site. It's so beautiful. And that's where we're going to do our mid residency live event in June I actually just went to camp ceremony to like look around and start doing some of the planning with the planner there. And I'm just blown away by the owner who is a woman and has multiple businesses herself and the grounds which are so beautiful and these tents which are amazing. And so that's where we're going to do our mid residency live event to be able to connect live with each other and really kind of set the expectation and set the goals for the second half of the residency. Okay, so who is this For, I want you in the room, if you see your business as a form of legacy building, ie you desire to build businesses and projects that are profitable and impactful in the next couple of years, I want you in this room, if your 2022 goals line up with the goals of the residency, as I outlined earlier, I want you in this room if you're ready to learn, but also, like have insight and skills and things you can add to the group to help others grow as well. You're not looking for the secret sauce to growing a business, but rather, you see yourself already as a creator, and you want to become a really powerful creator, and the job of Haley and the job of the group, the job of your peers is to support you as you ascend. So kind of the baseline is that you've created \$50,000, over the last 12 months, by the time we start the residency, we will start late January of 2022. And you will have past 12 months, so January to January, created at least \$50,000 as an entrepreneur that can be in your primary

source of income that can be in a couple of businesses, I know some of my clients, like one of my clients, flips houses, and she has a group coaching program. And so she could count both of those together and count those towards that 50k. But the reason I put it at that level, which is kind of leads into the success parameters that allow me to be 100% sure, that I can deliver results for all my clients is that you really have to be in a place of some level of self trust, right? We're talking about building in this lifelong security, but you really have to be in a place where you already believe that you're an entrepreneur, and you just want to be the most powerful, most amazing, most well resourced version of yourself that you can be. And I typically find that if people haven't created at least \$50,000 in a calendar year, that they might still be a little wobbly on some of those foundational beliefs about who they are and what they can do, they might be a little wobbly on, well, I'm an entrepreneur, but maybe I should get a part time job, I'm not really like there's a lot of uncertainty and wobbly ness around it. So that's kind of the baseline is at that 50k Mark, you know, for a fact that you can create money, and like a good amount of money, right? So it's not going to be, you're not going to be wobbly at that point. That's who this is for is the person that you're not wobbling on your identity as an entrepreneur, you just want to be literally the best version of you as an entrepreneur that is possible out in the world. And that's what I help my clients create. So in terms of the success parameters, and what I want to look at specifically is kind of a set of skills or some kind of blocks we're going to put into place or work through. So that basically, you get the results that you want. Because these are fundamental to your growth, you're going to use these same tools over and over again and a bunch of different ways in different parameters. So the first thing we're talking about, as I said, is securing your primary income source so that it's dependable and built for your thriving, right, not just money, for sure it comes in, I'm exhausted all the time. But it doesn't like no, we're not doing that. It's dependable and built for your thriving, we're gonna learn the skills to scale a project from 50k to 150k, or 200k, over and over and over again. Right. So if you can do at once, if you can scale a single project from 50k to 150, you can do it over and over and over for the rest of your life, which gives you the freedom to buy assets by businesses that are doing 40 50k. And you know that you can scale them to 150k. And you can keep that business you can replace yourself, which is another one of my kind of success parameters of tools that we will use. You can sell it you can do whatever you want with it. But if you know how to do that, and know how to look at a business and evaluate it, you know how to evaluate yourself, evaluate the marketing, and do it in a really simple way. Like that's a skill in and of itself that's going to pay you I mean hundreds and hundreds of 1000s of dollars over your lifetime. We'll also talk about learning to plan an exit from an asset and building a reliable team and replacing yourself of that as a way that you're going to exit you might sell it you might close a business, right? So we're gonna talk about how to make a decision on exiting assets. We're going to talk about being the CEO of your whole life because this isn't just about the business that you're working in. It's about who you are as an entrepreneur that creates that self built security. We're going to learn it as it pertains to business but without a doubt 100% it always trickles out into the rest of your life. So being efficient with making decisions, being efficient with creating clarity, that's a part of it. Self built security, being efficient with creating self trust in a way that not just serves you, but serves everybody that falls under your command as the royalty or the leader of your life. So we're going to talk about distributing your time and energy across

multiple projects and honoring your humanity. And that, I don't know, actually, I was gonna say, I don't think we talked enough about that. But I think more and more people are talking about it. So we're going to talk about, not just talk about it, but actually go to the application. And the application is what creates the longevity, that you need to be able to do this, not just now, but in the future, right. So I think quite a bit about the different phases in which I've been in business, when I've had a really small kid, a toddler, when my mom passed, and I was grieving. During a global pandemic, right, we're gonna learn how to manage your time and energy and brain space in a way that honors your humanity and is not separate from your life, and then stepping fully into your identity as an entrepreneur with a capital fucking E. So by that, I mean, you see yourself as an entrepreneur, and you're proud of saying that you're proud, and no, all the dollars, you've created, all the projects that you've created, you feel completely at home, and really enjoy this career. Because that's what this is, right? It's a career, it's a choice. And I don't want entrepreneurs by acts. I mean, a lot of us do become entrepreneurs by accident. But you get to make a really deliberate choice about who it is you're going to be for the rest of your life. I think very often about my grandkids, or my great nieces and nephews. And I think a lot about being that old lady, like when they come to my house. And I'm an old woman, and I've got knickknacks all over my house from all of my adventures from all around the world. And I want to be the grandma or the great, great aunt, that they're like, I don't know how she's making her money. But we should ask great aunt Hailey, cuz she's loaded. Like, that's why I want to be, or they come into my house for Thanksgiving or Christmas or whatever. And they're like, What is this, I'm like, Oh, don't worry about it. It's the sting ray pointer that they pulled out of my foot. After this one diving accident I had that time I was in the Maldives, doing a research project, I want to live an extraordinary life and get to the end of my life. And I want people to be able to see that and know that but also be able to enjoy that with me. I want people to be able to enjoy partaken benefit from this extraordinary life that I am creating, through stories through experiences through my financial contribution to their lives. That to me is like what I want for my life. And it's fascinating as a business person, it's not actually tied to having any particular business, I actually have a lot of things that I want to build. But it's about who it is that I want to be in this this experiences image I have of me in the future, and all the ways that the people in my circle get to benefit from that. Okay, here's some final things that I want to offer. I hope by now as you're listening to this episode, that you feel really, really either drawn in or completely repelled.

Okay, both are completely good answers to the question of is this space for you is the residency for you, is now the time for you to lock in the self built security. So I want you to have a sense in your body, you should feel you know, some sensations in your body. This Yes, this is for me, oh my gosh, I want that experience to or not assign it. And that's all right. If this is for you, there are three things that you can do right now to prepare yourself for the residency. So number one, is just get excited and get hopeful about this next phase of your life as an entrepreneur and specifically about what can be right if you were to use the residency as a tool to go further in your life. What do you want to build? What experiences do you want to have? What do you want your legacy to be made out of? How is the residency going to support you in creating that? What do you specifically want to get out of the residency? That's an excellent question, by the way, and

we're thinking about making any kind of investment is what do I want to get out of this investment? Like what specifically do I want to get out of it? What thing do I want to learn from Haley? what way do I want to see myself what experiences do I want to absolutely have? Okay, so that's the first one. The second one is to decide that you belong in this room and coach yourself forward. Very often, like I shared in a testimonial from Melinda earlier. This is one of the biggest investments you might have made in Your life for yourself up until now. And it might feel scary, you might have some uncertainty around it. But I want you to feed off this decision of, I know, making this investment, I want to get this ROI out of it, this ROI is going to impact me in these ways, one year from now, three years from now, 20 years from now. And then you work on your belief that you belong in this room, and that, you know, where and how this investments going to change your life. And you coach yourself on it. You talk yourself through it, you ask yourself a lot of questions. You think deeply about who it is you want to meet, and what things you want to learn and decide that you belong in this room and coach yourself forward. And then the third step is just at that point, mining the logistics, right? So right now, you can go to brain space optimized comm slash residency. And you'll be taken to the official Details page for the residency. So you can read more about all the things we talked about today. And then there's a button to apply for the residency applications will be open between now and December 1. And when you click the Apply Now button or the Apply button, it's going to take you to my scheduler, and it's going to allow you to schedule an application call for me. So in that call, I'm really looking for exactly the things that I laid out people who their goals aligned with the goals of the residency, they're coming to really secure their primary source of income and really start building out on their legacy and really want to ground into the career that they're going to have as an entrepreneur, I'm looking for the best people possible to put in this room. Once we have that conversation if it's a good fit for you at this point in your career as an entrepreneur. And I think that you're going to be someone who's going to be able to add to the group and not just take from but add to the group then I will offer you an invitation to the residency. Okay, that's all I have for this episode. Thank you so much for listening in. I love my podcasts and I love my listeners. And I love my clients and kind of the community that we've built around this podcast. So thank you for listening. I cannot wait to chat with you again you can go to brainspace optimized comm slash residency. I'll see you on the next episode. Thank you for listening to this episode of one year from now you can find the show notes and all the links we mentioned at brain space optimized comm slashpodcast if you want to chat me up about all things entrepreneurship then head to brain space optimized comm and join my email list. This is where we have rich conversations about the experience of business ownership is thoughtful, it's funny, I like getting responses and chatting with you all it's a good time. Lastly, you can find me on Instagram at brainspace optimized We will see you in the next episode.