

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 mini lessons with a variety of online entrepreneurs who are growing their businesses based on their own visions. We are 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.

Hey, there, welcome to this episode of the podcast, we are jumping right in, because I want to share with you a question that one of my mentors posed to me, and I want to answer it out loud, I want to answer it for you and with you and out loud, because this concept of guaranteed results is what helps us to have offers products create assets that are highly valuable to our customers. This concept is what allows us to trust us and us to trust our work and allows our clients and customers to buy into trust in our work and what they can create with their investment. And it really challenges us to like deliver on that deliver on what guaranteed results, we are telling them that we are going to help them create. So before I get into that, I just want to say when this comes out, it'll be about mid November. And that means you will have less than six weeks for registering for the first cohort of the residency. So the residency is my 12 month group coaching program, it is capped at 20 entrepreneurs. And we essentially are going to be spending the year working through the process and in the structure that I'm about to talk about today. But really, the goal is for everyone to really level up or ground down whichever direction you want to go into not only the identity, but the capacity and the skill set to be an entrepreneur and create lots of multi six figure assets over their lifetime. And so I will talk about the how in this episode. But you can go to brainspaceoptimized.com/residency, to learn and read all about the details, and then to sign up for an application call. So we'll be taking folks through December 31. And so it's only about six weeks away, go on over, find us a time to talk. There's like a handful of questions to fill out but find a time to talk and invite you to come be a part of this first cohort. Okay, so today we're talking about guaranteed results. And like I said, one of my mentors had mentioned this concept. And I actually sat down and wrote like, how do I know my clients are going to get the results that I am offering them? Like, what are the results? How are they going to measure? How are they going to know when they're on their way? How are they going to be able to capture whether or not they've created an ROI in our work together. So what I did was basically capture the process that I take my one on one clients through and the groups that I've run through, and that is what formulated the basis of the residency. So we're talking about it in two parts today, structure and process, structure and process answer the question of like, why and how. So the reason why I built the residency was because entrepreneurship, successful entrepreneurship, meaning highly profitable, and personally thriving career entrepreneurs like that career, this career is actually very triggering. It essentially forces humans to do things that haven't been done before, to take risk, to bet on themselves to really stretch and grow quite rapidly comparative to being an employee. And so that process really brings up for most people trauma that may or may not have been acknowledged or dealt with internalized beliefs, some of them oppressive, internalized stories about who we are, what we're capable of, and really challenges our current skill sets. And because of the way entrepreneurship is

structured, which is I'm gonna put something out there, I'm gonna build something, I'm gonna go sell it, I'm going to get rejected a bunch. I'm going to iterate on it and do this thing over and over again. That's the career that's the job. It can be really good triggering and challenging and I think a lot of first generation entrepreneurs get spooked by that process. And don't really ever find their footing to the point where they have multiple, six figure seven figure assets, and are able to feel comfortable making deals and buying businesses and having really rich portfolios of work. Or even I think about like the people that have already joined the residency and my own goals are all sorts of things that I want to build to nonprofits to schools to like giving large sums of money to organizations that we care about, all of that requires a certain level of profitability. And for many first generation entrepreneurs, and many women and people of color, like the process of entrepreneurship, the process to build enough wealth to do those things really can be triggering, and shut us down before we even get really started on the journey or really far on the journey. So if you're listening to this podcast, and you are an entrepreneur, it's very likely that you've reached some level of success very likely that you are sustaining your current life with the business. And that is amazing. Like, that's literally ground zero. That is amazing. But if you have more that you want to do, and more that you want to achieve, that's when the residency or something like the residency comes into play, because it answers or helps us answer for ourselves with confidence, the questions of Am I allowed and but how, and I've never done this before. And I don't know what this looks like. And I'm not sure. And it does those with those two pieces I was talking about structure and process. So let's talk about the structure first. Because coaching is amazing. I love one on one coaching so much. But there's a dynamic that a group adds, it's like magic. It's like alchemy, like magic, because one plus one doesn't equal two anymore. It's like multiplied, the growing, the learnings are all multiplied exponentially. So not only are you maybe experiencing a learning moment or a quote unquote, failure or learning moment, but then when you go to communicate to the group, like hey, here's where I failed. Here's what I learned, it reinforces that learning to you because you have to teach it. And we all know that like having to teach something is the best way to actually retain or understand deeply understand a concept. And you actually do the work to retain and learn. So that's typically a big stumbling block, not a stumbling block. But like when people make the same mistakes over and over again, it's simply because they have not examined, they haven't examined it. And don't examine with any sort of like useful mechanisms for doing that. And with any depth, and a community allows you to do that in a safe space allowed. And that process of, hey, I did this amazing thing, here's what I learned. And hey, this didn't go high wanted, here's what I learned. That process is good for the person doing it, but also it normalizes in the community, people are constantly winning, and people are constantly learning. That's probably one of my favorite things about a group situation is that for entrepreneurship, it really normalizes that cycle. And it allows your brain to not take the highs and not take the lows, either one of those as like deeply as I think you can, when you're an individual. It all feels very intense, the highs and the lows. But when you're in a community with people that are constantly doing both, and you're watching them, and you're watching them learning, you're just like, oh, this is the career like this is just how it goes, I'm learning or I'm winning, and it's fine. We're learning and winning, and it's fine. So it normalizes the entrepreneurial life cycle. I think there's also something to be said for a group that prioritizes safety and intimacy for folks that aren't straight white men in

their late 20s, who live in large cities, building SAS companies. Right, like there was a demographic that I think is really like 6% of the world. But that can move around and feel very safe to share their thoughts and their learnings and our winnings and their questions like wherever. But there's something to be said for community that is curated for safety and for intimacy that everyone paid to be a part of. And so everyone has the same amount of stakes in it and the same amount of desire and focus in their work, right. As I mentioned in previous episodes, this is an investment. And so you're in a room with people who are really serious about what it is you're trying to create in the world the same as you. And then there's just like the collective resource sharing, right when you are in business, you constantly need a graphic designer or virtual assistant, a lawyer, an event planner, who knows this or that and so, having a community that is rich in resources that you can feed off of and borrow from and add to, I think is part of one of the most valuable components as it pertains to creating the results that you want to see is you're also dipping into this pool of resource as well. And then there's just like that straight up accountability, right. So the residency is set up with four main goals for everyone. And everyone's at different phases or stages in their entrepreneurial career. The baseline though, is that everyone is coming in having created at least \$50,000 in revenue as an entrepreneur in the last 12 months. So you have some people who are applying the goals to their very first endeavor, people who are applying the goals to the second or third endeavor, but they all have built something past the level of, hey, this is like keeping me alive, right like in it. And there's an accountability to that, that you don't get with one on one coaching and that you don't necessarily get in communities that are less well curated. So there's a community aspect of it in terms of the structure. And then there's the coaching component of this group, because I've been in business groups. And I think in general and online business, we get really focused on the marketing plan. And tell me about the funnel and conversions and numbers and the data. And that's quite important. But I think coaching, which is why what I'm about to say, is reason why I'm a coach, having a particular set of skills, and a particular set of tools to not only allow you to bring yourself into awareness with what your brain and your nervous system makes you do. But also having tools for setting goals and an effective way that doesn't like shut you down or spin you out, achieving those goals in a way that is healthy for you and for your lifestyle, having tools for managing your brain and your body and your nervous system. And like learning how to care about your brain and do so in a way that actually pushes you towards your results like that is wildly valuable. And I'm going to like literally list out results here in a bit. But like, just those skills alone, are gonna help you endure the regular triggering, that happens just from being an entrepreneur. And then if you add the triggering, that can happen from being a person who is a woman, a person who is a person of color, on top of that, like having the tools to not just survive, but to thrive, like, you're not worried about your basic emotional needs being met, or you're not constantly terrified that you are going to be triggered, shut down, whatever, or you don't spend as much time spinning out between failures, you get to build so many more things, and you get to build bigger and bigger things too. And I don't think that gets talked about enough in online business, but coaching in and of itself. And that is getting coached by a skilled practitioner like myself, or, and I guess it's an in conjunction, learning how to code yourself. Right, I was joking with a friend last week, but I was like, basically, once someone goes through a year of the residency, I don't see him again. And that like they don't need to do this,

like over and over again, or rely on me, my job. And my goal is to like, get you the support you need, and then teach you how to do for yourself so that you can just go build whatever, you don't have to do another year of the residency, or you won't only get results or only know how to manage your mind and your body and your nervous system when Haley helps you do it. But when you know how to do it too. And you can support all the people in your life. And I think about all the time when I think about my son and how he, like knows when he's triggered or like, Oh, I'm having a moment and it impacts my parenting and impacts our marriage and impacts how I talk to my friends and all that stuff like that is so valuable, that you can just like, take and go off. I'd love to have you for multiple years in the residency. But honestly, you don't have to do this forever and ever and ever. All right, and then the third component of the structure, so you got coaching community, and then there's just like business skills. Right. So my goal is to help my clients identify and master the most powerful skills for themselves. In five areas, marketing, sales, delivery administration, and what I call their CEO brain. There are literally 1000s and 1000s and 1000s of ways to do all five of those things. And what I want my clients to have is like kind of like a backpack of, hey, here are the two or three or four ways that work best for me in each of these areas. And so you're not constantly trying this new thing and that new thing and this new tool that once was helped me with productivity and this is supposed to be better for marketing and I'm so like, I want to teach my clients transferable skills that not only can they bring from business model, the business model, the business model, but that capitalizes on their strengths. So it doesn't matter what platform, if you know, speaking, is what you're best at, like, you can bring that with you everywhere. And not only Oh, I'm good at that, but like, Oh, I'm good at that. And I know how to make it work. For me, I know how to make it work, no matter what platform I'm on, I know how to make my speaking, convert, or writing, or, Hey, I'm great with building referral networks, all those examples were in marketing. But there's examples for each of those things in each of those categories that I want my clients to walk away with. And so it's a set of transferable business skills, that they not only identify that work for them, and they can create results with but that they can master to the point where they feel really confident that they can build whatever they want for the rest of their lives. Okay, so that's the structure that I think supports the results, I want to talk about the process, and then I'm gonna get to like listing out the results, guaranteed results. So my process is very simple. And this has come from four years of being in business as both a coach so two years of just straight up coaching, I think I counted recently. And I've clocked over 450, coaching hours, in two years. So straight up coaching hours. And then before I was a coach, I was a project manager, and a virtual assistant for businesses, for Sass companies and for consultants and for online businesses and for philanthropists. And so like, Yo girl has seen some business models.

I've seen some things. And so the process that I built has come from all the things I've seen, and all the things that I've built, and all the things that I've helped clients build and all the things that I've coached on. And I basically distill that down into a really simple model that I can use to guarantee results guarantee, the things that they come to me for. So the four parts of this process our vision, decide, build and evaluate, vision, decide, build, evaluate. And we go through this process on essentially like a weekly basis on a monthly basis on a quarterly basis, on a six month basis and a 12 year basis. So it's like the process we're going to

keep using and proficiency in this process is what creates the results. It is what guarantees like if you do this work, you get the results. And I have not ever had clients not create results, which is so fun to say, actually, I'd like sit down and write down like, it's anyone I've ever worked with not gotten results. No. So I want to talk through the four parts of this process. The first part is vision. And the very first tool that I use and use the most often is the one year from now vision. Obviously, it's a title of this podcast. It's the title of the residency, it's like a core component of the work. And when we do it live and together with my clients, it basically gives us the starting point to define thriving on our own terms, because it looks differently for different people. And what it does is bring up faulty programming bring up kind of those internalized beliefs on acknowledged trauma, and acknowledged issues we have with our nervous systems, our big fears, like all of that comes up when you actually go into setting a vision for thriving when you're like really serious about it. So that's the first part and there's a couple layers to it. The first part is just visioning, and getting a really, really clear picture, clear enough that you know exactly what to work on next, and what you're not going to be working on and being able to pull a lot of information out of our own brains. The second level, or the second step of the process is to decide. So I think I'll do a podcast episode about this shortly. But I have a tool, kind of a proofing tool called the half page business plan. And it essentially, is when we take what we learned from the one year from now vision and create a map for income and assets that align with the definition of thriving that we created. This is where we make decisions. And this also is where faulty programming comes up when we start to choose and have to deal with ourselves and our thoughts about what we choose and question ourselves and all those things come up when we make decisions that are for our thriving when we're doing steps one and two. Along the way is when we're going to learn like how to self coach and what self consideration protocols are and how to implement those because thriving sounds really Nice, except you have to actually create the plan for maintaining those. And then building in that self trust and really starting to layer in kind of the groundwork for someone who actually believes they can build whatever the hell they want for the rest of their lives. Now, step three is the building phase. And that happens in two parts. So we are building the business, and we are building the identity. So building the assets, or the business, figuring out how to scale marketing, figuring out how to scale sales and delivery, how to create better and better results, what pieces are missing, that make this business really successful. So this is the part where it is mechanics of like, how to make a business work, how do you make it make money? And how do you make it make money to 50%? profitability? How do you do that? So we're actioning on those steps, and learning those skills. And at the same time, we're also building that identity of a CEO. So this is where things like relationship management come into play. So relationship with your customers with prospects, but vendors and contractors, leadership of like your first micro team, because a lot of my clients maybe have a VA or contractor they're working on, but now we're talking about a micro team. So how do you do that? How do you lead a team successfully lead a remote team successfully. And then there's a managing of your CEO brain. So talking about and deepening your skill set in constraint and simplicity, and saying no and disappointing people and beacon leadership, and really just learning how to make your brain work, like the brain of a CEO or an entrepreneur with highly profitable assets, who is personally thriving, very often, we think, like, the big important part is just the business building, like someone just gave me a template for how to

double my business with 50% income, I could do it. But the part that I think takes more attention than we think, is the CEO, like the mind management, getting your brain onboard undoing all those old habits that we identified in steps one and two. And that will continue to come up as you're building, identifying those and then undoing them, and re setting beliefs, re internalizing beliefs that you actually want that are going to help you. And that's where the coaching comes into play from a structure and the community comes into play, because we're all doing this together. So the building of the business and the building of the identity, those things go hand in hand in the build stage. And then you have evaluate, and evaluate is not just like, I don't know, actually how people evaluate, I think of it as, like the thing, basically how you know, a thing is working or not. And I have a process for helping my clients evaluate and just keeping up with it and making it a habit. Evaluating to me is a little bit like eating vegetables, like I love broccoli. But very often, I'll just like not eat it. Right. And sometimes we do that with evaluating, I don't think many of us have a really clear process for evaluating what worked and what did not work and what you're going to do differently and a way to implement it. So becoming skilled at that process, and becoming skilled at acclamation. So internalizing these new beliefs that you're working on implementing in the build phase, but internalizing them, and then also learning to celebrate. So, evaluate, acclimate, and celebrate all kind of go in the same category. But it's all about acclamation. And being able to fail, and being with yourself while you're doing that, like the evaluation is how you know what to do next. And it's the building blocks of your career as an entrepreneur, the skill of evaluating. So like I said, that process was vision, decide, build and evaluate. Okay, so between the process and the structure, I have no problem being like, yeah, of course, you're going to get results. There's some other pieces at play here in terms of the way that I'm curating this group. So if I don't believe that I can help you create results, then I don't invite you into the group. Which is why having a conversation is so important, because I want everyone in my group to actually be able to create these guaranteed results. So what are these guaranteed results? What am I talking about? I like to think of results in a number of ways. And essentially, I want to quantify as much as I can, everything. Because whenever you make an investment, I think sometimes the first thing our brain goes to is like the money, which we'll talk about, like if I spent 20,000 Did I make 100,000 Or if I spent 20,000 A day build something that is capable of producing 100,000 either in the next 12 months or year after year going forward. And that's important.

But they're also A bunch of other results, that if you do this process within the structure, you can't not create these results. So like I said, there's money, which is a lagging indicator of your half page business plan working and of you, knowing how to build and how to build both your identity and a business, right. So the money will be a lagging indicator of that. Demand is also a result. People asking to work with you people asking to buy your stuff, people wanting to pay you for teaching and for speaking people wanting you to be on their podcasts, you being a leader in your industry, in the circles that you run in, like the demand for your expertise will also increase and that is highly leverageable. So that is an excellent result to track and an excellent result to get out of an investment like a group coaching program. Another one is your personal thriving, increasing.

So you can absolutely be an entrepreneur and build businesses and also feel horrible

all the time and be exhausted and overrun all the time burnout all the time. I am very uninterested in entrepreneurship that requires my destruction, not interested. So one thing to track is your personal thriving. So like, are you sleeping? Do you have healthy boundaries? And are you capable of setting them and maintaining them not just in your work, but at home? What's your joy looking like these days? Do you have a sense of like peace around your work and around your life. And it's not peace as an everything is fine all the time. But there was like a contentedness and a like subtleness that should increase the more and more you step into this identity of being like the CEO of your life, alright, and that comes from like, all the skills are going to learn building your business, you're going to be able to pull that over into your to your life. So personal thriving is a result, an increase in a personal thriving as a guaranteed result, an increase of your awareness in the cycle of entrepreneurship. So if you're able to more regularly see failure objectively, I mean, humanely, meaning you're still gonna feel rejection and failure and fear and all those things. But if you can see it for what it is, and not be dragged down by it, or shyly shorten those cycles, that's gonna save you so much time and money. So much, because you're gonna be failing so often as an entrepreneur. And so you being able to handle rejection and failure and be objective about it, that's worth a lot of money. Because there's a lot of opportunities that we don't pursue because of the fear of failure and rejection. Another result is likeself permission to live into your value. So the whole time that we're doing this process, it's all predicated on what your definition of thriving is, the legacy you want to leave. And very often, those are bigger, loftier, like more specific things, and we are currently living in, and that feels scary to like, step out into or raise our hands and say, Yeah, I'm about this, I build assets that help this happen in the world. So personally, I build assets that help people make a lot of money on their terms, which means I have to be comfortable with and give myself permission to live into my values of valuing money, which is a hard thing to do. If you're a person of color, who was socialized as a woman and has a faith background. Typically, they're not about that life in any of those categories. Of being a really well resourced woman of color, the world is kind of against that. So me living into that identity, and spending my money and spending my time and setting boundaries and disappointing people, and making investments that align with my values and the work that I want to see happen. The work I want to do on the world that requires deeper and deeper and deeper levels of self trust, and deeper and deeper and deeper levels of permission to myself to actually go and do deeper levels of safety within myself. And so it's things like, I mean, that example I just gave was, was perfect. So like things like how you spend your time and how you spend your money and feeling triggered by maybe internalize oppressive systems that have you feeling like you can't and you shouldn't, and what if this person feels bad or is left out and all those things? That's an excellent result, guaranteed result between the structure and this process, like you will have more and more and more of that. And then there's just like the basic having more assets with less to do. So. I want to help people create assets. I think about as businesses as portfolios as sets of investments as real estate They like all those things like portfolios of assets that are not, and they're not stressed out, and they're not overwhelmed, and they're not overworked. And they can have the assets and like, not really be doing a lot because again, the folks that I work with, sometimes we equate more assets with more work. Like, I can't just go and buy a business who does that. I can't buy a business that's already working, optimize it and sell it. Who does that? Oh, we do in this group? We do. That's the thing we do.

And so learning how to make decisions, to have more assets and not double the work that we're doing is a result that is both guaranteed and unquantifiable. Because there are so many ways that the decisions that you're gonna need to make to lean into that are going to come up over and over and over again of your life time. So this episode is an answer to that question on our concept of like guaranteed results, how are you sure that you're going to help your clients get these results? For me, it comes down to the structure and the process. And making those two things work together in a way that is even more powerful than the way it works within my one on one coaching practice doing it in this group setting. So thank you for listening. And I hope this episode has given you some ideas on the results that you can guarantee your clients are going to get, and how you might put that together, like how you might deliver that between your structure in between your process, and like do the work to write down these things, because it makes your work more powerful. And if you've been thinking about joining us in the residency, and one of the questions you have is okay, but how how is she supposed to deliver all this stuff? How am I supposed to be sure that the results that I create are worth it? Here you go, this episode is your answer to those things. When you're ready, you can go to [brainspace optimized comm slash residency](#) and find us a time to talk the application call is about 60 minutes. And we basically are both going to come to an agreement on both ends about whether or not the residency is the right next step for you on your entrepreneurial journey. Alright, thank you for listening. Have a wonderful week and I will catch you on the next episode.

Thank you for listening to this episode on one year from now you can find the show notes and all the links we mentioned at [brainspace optimized comm slash podcast](#) and if you want to chat me up about all things entrepreneurship, then head to [brainspace optimized.com](#) and join my email list. This is where we have rich conversations about the experience of business ownership. It's 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.