

I mean, I would have loved to have been that person kind of, I say kind of, because I actually really loved my work.

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Like I really, really, really love it. And sometimes if I had the option, I would just choose to work and work and work and work and work. And it's like, remember you also love life and remember you also love your kids. It's not really like that anymore. It hasn't been like that since the start of 2019, when we went to Mexico for what ended up being 16 months. Mexico changed my life in so many ways, but certainly the way that I worked changed. I remember thinking and saying to Jerome, like I do not want to go to Mexico and you have all of the adventures with the kids whilst I'm working all of the time. That is not the vibe. It's not what I'm doing. Like things have to change. And one of the big things that I did, really important life changing decisions before we made it to Mexico was to hire an OBM.

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And I had kind of experimented before with an OBM or an integrator. And for anybody who doesn't know what an OBM is, it's an online business manager, and it hadn't worked, but I knew that I needed to not be so much at the bottleneck. You know, I love big picture. I love the strategy. I love the visioning, but, and I'm kind of that really annoying, annoying combination of loving the big picture, loving the vision, loving the strategy. But I hate the detail except I really, really notice when any detail is not in place. So that's a really, really irritating combination when it comes to trying to lead a team. And so I hired an OBM and she worked for me for about 20 hours a month. And honestly, it was incredible. It really, really was a huge, huge game changer for me because it meant that I had somebody who I trusted to make sure that things were happening.

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And even though bloody hell, I am a pain in the arse, like one of the things you'll hear me say all of the time is I love a deadline. Give me a deadline and I'll hit a deadline. If you looked into my asana task list, you would see lots of red, lots of red dates where I haven't quite hit my deadlines. Sophie, God love her, puts up with it. Gentle nudge and Voxer, Suzy, get your arse into gear. She manages to get everything done. Anyway, what, the two things that happen to a move in Mexico. One, I had the OBM. Two, I was working like six hours behind the UK. So what that meant was that when I woke up at 6:00 AM and had a call to hop onto, because I was doing client calls at that time, it was 12 o'clock in the UK.

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And so that meant that by the time it got to 2:00 PM, UK was shut. Like business was shot. I was deliberately not reaching out at 6:00 PM in the afternoon, going I've had this thought. My OBM was in the state, so if I did have a thought, if I did see something that I urgently needed addressing, then I could speak to her because she was two hours, I think she was two hours behind me. And then we had a tech VA who was in the islands, like on one of the islands. I can't remember which one, but

so actually that meant that whilst the UK was sleeping, if there was a problem, I had a tech VA that could help. And I also had my US-based OBM who I could talk to. But for the most part, like two o'clock in the afternoon I was done, done, done, done, done. And if I ever did work until like four o'clock, like if I had an evening call, for example, you don't really do evening calls anymore. But if I had one then, like four o'clock would be the absolute latest. That would be a long day. And so for the most part, I was finishing like early afternoon, we would be able to go to the beach, be able to hang out by the pool, just chill. And that was a revelation that was a real like, Oh, this feels really, really good.

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Now I'm not gonna lie. By the time we left Mexico, I was done getting up at 6:00 AM in the morning and hopping on a call. And the reason that I was done is that I felt what got compromised was my morning routine. Like I felt that I was always a little bit behind the curve, you know, like I would wake up and there'd be message after message, after message, after message. And that felt a lot. So after 16 months I was done with it, but what was beautiful was this like, Oh, this is what life could look like when it comes to my work. Now at that time, I was still doing essentially a full day, six til two is a full day, but I still had time hours afterwards. And I just, when I think back at, you know, going to La Punta and watching the sunset and hanging with our friends, like it was a really, really amazing time and opportunity, such a massive opportunity for me to view my business in a different way.

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However, what was going on during that year was a lot of having to adapt, to like lack of wifi, not being able to upload videos, like everything was like, okay, we can't do it like this, or we'll have to do it like that, again, amazing lessons we can adapt. We can be flexible. We can pivot on a dime. Like we can do all of that. But what it also meant was probably I launched the most things I've ever launched and it was always something new and it was always something that I was doing like, okay I've had this idea, let's launch in three weeks. And because of the OBM because of the lovely Sophie, we managed to get things done, but there was a definite shift. There was a definite shift after I think January 2020 when I came back and I did The ONE Live event live for the first time.

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And the shift had happened before then mentally, like I had decided that the business is going to up level. I decided that we were going to do seven figures, obviously did not know what was going to happen in 2020, but my mindset shifted from, and this wasn't a conscious thing with regards to the operation side of things. But it definitely, I knew that I had to do things differently. And for every single person who listens to this episode, who kind of feels like, oh, I'm a little bit stuck. Like I'm not doing what I want to do. You have to change something. You have to change the way that you are doing things. You know, I've heard people say the saying, what got you here won't get you there. And then I've heard other people saying, yes, what will get you there, will get you there.

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What got you here will get you there because it's a consistency thing. I think that for my own experience, I knew that I had to do things differently. And I knew that I needed a higher level of organization. I knew that I needed a different level of discipline. I knew that I needed a different structure to how I was doing things, because even though I'd had an amazing year, you know, my business had dipped a little bit, you know, to 420,000 for the year versus the previous year 469,000. So I knew that I needed to do things differently. And one of the biggest things that shifted was my decision to one, do a group coaching programme. So that was that starting the freedom experience was another life changing decision, so that was one thing, but choosing to launch consistently, and here's the big thing, doing the same launch.

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I'm doing the same launch again and again, and again has been such a huge game changer. And this is the consistency piece. You know, if you'd have said to me in 2019, okay, I want you to do the same launch four times in eight months, I would have said, get on your bike. One bore me to death, two bore my potential clients to death. Like, why the hell would I want to do that? And I would have been missing out on hundreds of thousands of pounds of revenue. You know, I'm not going to go into the mechanics of the where's and the why's, but the consistency piece in doing the same thing over and over again, enabled me to refine and optimize and ultimately lighten the load for myself and actually for the team, because you're not starting from scratch all the time.

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And this was a revelation. It was just like shocking. So that consistency piece, I just, I cannot drum it in more than what I am like now. Like if you're doing something new every single month and you are not, and it's not serving you, you're not thriving or you're not hitting your goals. If you're hitting your goals, I'm like, knock yourself out, carry on doing what you're doing. I know some very successful people who they're launching different things all of the time. However, what I would say is that what I noticed even with those people is that the way that they launch is consistent, the way that they launch is consistent. Anyway, I digress. I am talking about you. If you're looking for the up level, if you are feeling stuck, if you've hit a plateau, if you are tired of wanting to think of the next new thing all of the time, God, for the love of God launch consistently and do the same launch that has been such a game changer for me.

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Now, what I'm really excited about is that I get to test something new. And as we record this, I am about to test a new master class and I'm testing the enrollment of the master class in a different way. It's application only, it's a private live only, a high level training. That feels really exciting. The way that we're gathering information about the people that feels really, really exciting, then the way that I'm going to be

delivering the masterclass is new and also feels really, really exciting. And so it's interesting to me that I still have that part of my personality that like wants to do something new and wants to be creative, but there's a time and a place for it when you are looking to scale your income and your impact. And I would argue now very, very fiercely for you to,

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When you're looking to scale, the trick is to optimize, optimize, and refine what it is that you are doing. Don't leave it to chance by starting something new every single time you feel the nudge. Creatives don't hate me. Also, I think it's really important to say that it is within the structure you can be creative, you can start to play around with things once you know the rules and then you get to bend them. So, and you know, I hear all the time there are no rules when launching and everybody gets to do it their own unique way, and it's always 'and'. Like, yes 'and', yes everybody brings their own unique flavour to a system, template or blueprint. And there are some buttons that get to be pressed that need to be pressed to make it easier for you to impact and increase your income in the way that you desire.

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I just, yeah, it's and it's, and, and, and, and, and, and, and I think it starts with consistency. And once you've done the consistency piece, you've done the refinement, you've done the optimization, then introduce something new, play around with it.

Right my lover, I hope that this has been helpful. I hope that I have planted a seed. I would love to know what your biggest takeaway is. Come and hit me up over on the gram, or seek me out in the quantum success hub for female entrepreneurs. And let me know your thoughts. I am totally available for them. And of course, please remember that faith plus action equals miracles.

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