

Alisa Conner: [04:02](#) Welcome everybody to the podcast. It is my extreme pleasure to invite my friend and I'm one of the people I admired most in this business world of ours. Phylecia Jones to the podcast. Hi Phylecia.

Phylecia Jones: [04:13](#) Hey, how you doing today?

Alisa Conner: [04:13](#) Good. Thanks so much for being here. It really is awesome to have you on the podcast and I, I, when I started this podcast, you were one of the first people I thought of and am so happy that you're here,

Phylecia Jones: [04:31](#) I'm excited to be here.

Alisa Conner: [04:32](#) For those who don't know of your brilliance and amazingness like I do, would you please share a little bit about yourself and maybe just a little bit about your journey as an entrepreneur?

Phylecia Jones: [04:40](#) Oh my gosh, thank you for that. So I'm, I'm a pretty simple person. I like to introduce myself now as you know, I traveled the world speaking, drinking prosscocco and making new friends. That sums me up pretty quickly, but, but on the technical side of things, I am a budgetologist and I do work with business owners, helping them feed and manage their budgets and I have a lot of fun doing it and I've been able to really travel the world, travel all over the United States and just meet a whole bunch of cool new people.

Alisa Conner: [06:25](#) Awesome. So I have, you know, I remember when you became the budgetologist because I've known you that long and I'm curious, you know, me being the brand person, I'm curious how that impacted you when you really were from and becoming the budgetologist and how that impacted your branding helped it grow.

Phylecia Jones: [06:42](#) You know, it's so funny because I'm not, I, I say I'm pretty clueless about branding and I honestly don't know that much about it, but I will say actually becoming a budget telogis and sticking to that title has actually helped people, uh, either turn their heads to me and like, oh, like what is that? And I want to know more. And, and the fact that it ties into the business name. Keep up with Mrs Jones and so now I'm just known as Mrs Jones, which is so funny, but I do love it when people ask me like, what's your last name? I was like, it really is Jones. They're like, Oh really? But I get that a lot too, but it seems to all kind of tie together and I guess if that is, if you want to call that

the brand, it just makes it really easy and makes people seem a little bit more intrigued by what I do.

Alisa Conner: [07:28](#) I love it. I think it's awesome. So I invited Phylecia today because she's kind of gone in a new direction on top of being a budgetologist. She's also a speakerologist is that a word? Can I make today? And um, she has grown her business through doing a lot of speaking and I thought it would be really beneficial for the listeners to hear how you've done that and how you turn that into profits and how you've gotten to be on some of these amazing stages that you're getting to find that you're finding yourself on.

Phylecia Jones: [08:01](#) Oh cool. Where do you want to start?

Alisa Conner: [08:03](#) So let's start with why did you choose speaking?

Phylecia Jones: [08:06](#) You know, I, I think, uh, speaking chose me. I try to avoid speaking. It really is. I'm an introvert at heart. I'm a, I have a degree in computer science and I was a lab rat while I worked for the navy and I was good as a lab rat in, but I did have a secret side. I was a professional cheerleader, so I'm a little oddball at times, but I went through a coaching program and one of the modules was about growing your business through marketing and speaking was one of them. And I remember I just kept flipping past that little section like, yeah, I don't want to do this. I was on team build a website, make a million dollars because that's how everybody else did it. And I quickly learned the hard way that it doesn't work that way in. And so I kind of embraced the speaking thing and I went out there and just, I know it sounds easy, but I actually just went out there and just start it and I said, all right, I'll, I'll do it this way because I don't know any other way to grow this business. And so I just kind of embraced speaking and just went after it.

Alisa Conner: [09:06](#) So how did you get started for somebody that's brand new and they're in the same shoes you where you were, they're like, I don't want to speak. There was a lot of us out there, you know, especially in the creative world that are just like, nope, I want to be behind my computer building stuff. Um, you know, that's the case. Where do they start? I mean, how did you get the gumption and, and we're like, nope, I'm doing it no matter what. And like, how did you even find your first speaking Gig?

Phylecia Jones: [09:31](#) You know, I, I will say, like I said, I have a, I don't know, I'm kind of like a dual personality person. Depends on what day you find me. So I have the introvert side, I have the, I just want to be on my computer, but like I said, I, my other side of me, it was that

yeah, it was a baton twirler or professional cheerleader. So every now and then when I'm forced out of my comfort zone, I know how to just step into that and I did have like pr training and media training like long, long time ago, but I had to kind of suck it up and like look at all the different methods of people creating all these sales funnels and social media. And it was like, you know what, I don't know how to do any of that and I don't want to do any of it. So I just like, all right, let's, let's go and do this speaking thing. And the way I started it, what I tell most people is just ask, look at all of the networking groups that you go to. All of us at least go to a couple of meetup groups in. Just kind of. I always say, just get the ovaries to ask. I'm just asked to, hey, can I get on your stage, can I, can I share my story or can I share some tips that have worked with me? And that kind of gets the ball rolling. Just not being afraid to ask for what you want because everybody secretly calls himself a speaker, but very few will actually get the nerve up to just go and ask for their first gig. And you'd be surprised. A lot of people will actually just say yes.

Alisa Conner:

[10:53](#)

Nice. Nice. And so how, like for you, you started talking on the budget side of, of the world and now I know you have a couple of other talks, but um, how did you like come up with your topic and determine what you wanted to talk about and put it into a condensed speech? I mean, I think people struggle with that and they're like, I don't even know where to start.

Phylecia Jones:

[11:17](#)

That is so funny. I just got a facebook message where somebody is asking me like, how do you put together your talks? And I've kind of avoided, you know, really coaching people on how to put together and talk because I know there are other people who are out there that are really good at it. But here's the secret and here's how I started. I created a blog post called the five ways to budget for a business owner. And I turned that into a talk. I literally turned my blog posts into a talk and it was the same talk that I have done for, I've, I've done it for years now. I actually don't have that many talks. I am pretty much a one trick pony and, but everything was built off of a listicle and you know, I learned all about listicles and those are the blog posts, like five ways to look prettier in the morning. And I created a listicle and I said, you know, I don't have anything else to talk about, so I will do this. I have my opening, I have my five points and I have a closing. If you've ever seen me speak, every talk that I do actually still follows that formula. I have always have five points. I always have an opening and closing and it's just a simplified way for me to stay on track. I know. It's like it's no secret there.

Alisa Conner: [12:29](#) No, that's awesome though because I think people make it really hard and it doesn't have to be that hard.

Phylecia Jones: [12:35](#) People do that because I see all the people like list create your story. Let's do all of that. I did. I added the story part in later, but I literally built everything off of, of, of five part listicle blog posts.

Alisa Conner: [12:49](#) Nice. Okay. So we have make it simple. Make your speech simple. Something that you already do. We have just ask and then you know, you're on some pretty big stages, my friend. I kind of feel like I knew you when, but now you're, you know, you're, I know you're meeting a lot of the goals that you set for yourself on as far as getting on stages that you've really wanted to be on. So do you have any insider tips or tricks or you know, that have helped you get there as far as you know, even finding where you want to be or anything like that?

Phylecia Jones: [13:20](#) Oh, okay. Okay. This is really good. Thank you for asking this, because I haven't really revealed a lot of how I've been going after just speaking gigs, but I am. I am so simple and I think a lot of us try to make things way too hard. I only want it to be on one stage and I want it to be on that stage and the stage is so huge. I still haven't made it there yet, but it's so big and it was just like, all right, what do I need to do to get on this stage? Like how many gigs do I need to get under my belt? Who do I need to go? So every time I get a Gig I feel like I'm getting one step closer to that one big stage. And, and I know it's a very hard way for a lot of people to look at things because people like I want to get a get onstage, I want to just make some money. Whereas for me, it was literally my only goal is to get on that one stage and then I added one light little sub stage to it and I actually achieved that this year, which is so cool. But it was actually trying to figure out and I kind of gamify everything and like I said, my background is in computer science and I did a little bit of hacking and so my brain works this way. Alright, I want to get to step d, but how do I get there when I have no clear route? I don't know who to talk to. It's like, all right, I'll just take a step by step by step, getting me closer to that point. So that's how I've been able to get on all the stages because I know I needed to get on bigger and bigger stages just so that people can pay attention to me. And you know, a little dirty secret in businesses that sometimes people won't pay attention to you until you start doing big things. So that's kind of how I've been operating and I know I'm kind of giving you all of my insights on this.

Alisa Conner: [15:00](#) I love it. I would say the, you know, the stage that you get on every single day is on your live broadcast and I'm just curious,

you know, as me, I'm walking that journey now. You've inspired me as well as some other people to get on there every single day. And I know with me it can be kind of frustrating. You're like, nobody's watching nobody's is anybody out there and you just feel like, what am I doing? Why am I spending my time here? But I can see, you know, the long haul of it. That's what I know now that Phylecia's long haul has been like, now it's totally different for her. And so I guess my first question is, is like how do you always come up with something to talk about because you're on there every single day and I feel like I'm on there for five minutes in a mall. Well, baskets empty.

Phylecia Jones:

[15:51](#)

All right, so what us talking about it that I actually live stream every day. I have a show called the budget tologist and, and I started doing it everyday, starting July first 2017 and there were a couple of things that were going on in 2017 that kind of forced me up against a wall and like, all right, I got to do something very different because what I'm doing right now just isn't working. And my husband gave me an idea while we were walking the dog and, and he's a Gamer. He watches people playing video games on twitch and if you don't know what twitches those search it, it is like a nerd haven for all gamers. We don't adult very well in our house, but he was telling me that in order for those, those guys that he watched to grow their subscription base in there, watch your basis that they live stream from five to eight hours everyday up to two years. And I was like, Whoa, you know, and my husband, he watches him. He's watching them right now. And, and I was like, I don't know if I can live stream that many hours. That's too crazy. But this thing of going live every day and I was like, all right, maybe I should try it. And he was like, why not, you know, you need to do something different. So I just actually just got up and I was like, alright, here's episode number one. I'm just going to live stream and talk about budgeting. And over time it got better because I'm pretty certain. In the beginning it was pretty horrible because you don't know what to say and after 10 minutes it's like, okay, I'm done now by. But the way I came up with everything is I actually have. I have a topic for each day so that I'll know that on Mondays on talking about business owner finances on Tuesdays I talk about speaking gigs on Wednesdays is mindset and while I'm in the shower, that's how I figured out what to talk about because I just don't have a trigger Wednesday mindset. Okay. Let's see what we're going to talk about with mindset and. And half the time is from interactions with people. People who talked to me about money, things that I see on social media and a lot of it I just give my opinion and that's how I keep going everyday and try to make it as entertaining as possible and yeah, I don't know who's watching.

Sometimes you just get in and you just hope one person watches and I think I had one person. I made it up to two people after three months. That was great.

Alisa Conner: [18:09](#) That's awesome. Love it. Keeping it real, keeping it real. Keep it real. So my next. My follow up question is, is you know you spend, you spend a lot of time and you've invested a lot of energy into going live. Has that led to this speaking gigs for you?

Phylecia Jones: [18:25](#) It has. It has led to some lead to some very interesting doors being opened that I did not expect to be open because my only goal was to okay, maybe I can grow my list list or maybe I can get enough followers on facebook, but it has been quite interesting. I've met some very new people in very bigger places than me, which I did not know I got. I landed. I landed a speaking gig from the, from the live stream, but what has been very interesting is the people who recognize me when I go out now, I'm not going to say I'm not a celebrity at any, like only like one person every three months recognizes me but it. But it really is a weird thing when you go to a conference. They were like, Hey, I've been watching you every morning. It's like, okay, that's cool and creepy at the same time. Who are you? Because it's always the people who don't interact with you. And it's like. And they were like, you've been watching me every morning, like, who are you? And I will say this, you know, we get caught up in. Nobody's watching. Nobody's watching it because you don't see the numbers right there. It's been so surprising how many people have come up to me and say, yeah, I listened to the podcast, or yeah, I listened to the live stream and you're just like, who are you? Why haven't you set like or hey or something and um, and that's been the crazy part about it. So if you're doing it and definitely for you just keep going. You never know who's a lawyer. And I have to admit I am one of those. It'll take me like three years before I reach out and say, Hey, but I'll watch you everyday though. That's funny. That's Aussie Guy Creep people out because, oh yeah, I saw that you did this the other day on facebook. They like, you watched that like, yeah, I see.

Alisa Conner: [20:08](#) Well, and it's awesome to know that because I think a lot of people are like, well it's too late. It's too crowded. It's too whatever. And um, I mean, I don't think it is. I think that, you know, the early adapters are out there doing it and in the business world that hadn't even gotten on LinkedIn or Facebook yet, which is shocking to me,

Phylecia Jones: [20:28](#) But our worlds or small. Just thinking, just going back on what you're saying, our worlds are smaller than what we think

because I was one of those old. Everybody speaking, oh, everybody's doing a podcast and then you know, you go visit some people. They're like, what? What's a podcast like? What are you talking about? What's a live stream like I can do that on my phone. So I think sometimes we have to get out of our own little bubbles because in our own little world a seems crowded, but you'd be surprised. A lot of people are clueless to what's going on in our little world.

- Alisa Conner: [21:00](#) I one-hundred percent agree with that. Especially when I had this weekend I was at a parade and I had somebody walk up to and go, Hey, I saw your livestream this week. And I was like, what? Like, who are you are? You know, I knew who they were. It was, it was a neighbor, it was a neighbor of mine, but I just thought it was funny. That doesn't creep you out when people that you do no follow. You and I have only been like three weeks.
- Phylecia Jones: [21:24](#) Yeah, its kinda weird because I've had high school friends. I was like, why are you watching this? Like stop it.
- Alisa Conner: [21:31](#) That's funny. Oh, okay, so you have a new course coming up for speakers that I know you're just, you're launching or in the process of launching, so will you tell us a little bit about that course and how it came to be?
- Phylecia Jones: [21:45](#) Oh Wow. This course has been like in the background for years and, and I will tell you another secret of how I do my speaking gig. So I talk about money and I have always wanted to get onstage at fin con, which is a financial bloggers conference and that's as my industry, that's where I get to narrow it out. But I was looking at the requirements one year and they don't want people talking about money. I was like, okay, so what am I supposed to talk about? And I took this little thing, I call it the inadvertent expert talk. Something that you inadvertently became an expert in. Just you pull this out whenever you need it. And you know, because I talk about money and most times I don't do my speaker talk and I was like, all right, I'll craft is talk just for fin con and I'll talk about how I've been getting speaking gigs and it has been interesting that people actually want to know how to get speaking gigs because like I said, in my own little world, I assume everybody knows how to do this because to me it was just easy, you know, I have a background in researching and science. I was like, all right, this is easy, you know, there's the internet boom, go. And what I realized or I had a friend who strongly told me this, I say everybody needs an 1130 at night friend as a friend who curses you out and tells you what you really need to be working on. And, and she was like,

people don't know how to do this and people will need, wants your help. And I was like, you're crazy. Like this is simple. And I actually launched my first class a year ago in, is sold out within about two weeks. And I was like, okay, maybe I'm on something. And so my friend now, she rubs it in my face. Every time I talked to her, like I told you. So I decided to turn that into a course and, and is not the, it is not like a very. I like to say that it's not the most polished course in the world is not me scripting out everything. It is literally me telling you every tactic, everything that I have used everywhere that I search, like how to search, who to search, how to find that person. And I even have a classes from when I'm at a speaking event to pointing out who you need to talk to, who you don't need to talk to. And, and I, I like to believe that is like real talk on what everybody else wants tell you when it comes to getting speaking gigs and being realistic with how much work it takes to go and get them. So I'm so excited about this course and my only promises that if you do the work, I guarantee you you'll have a system that you can repeat over and over again and you can go out and get all the speaking gigs in the world as well. So it's not rocket science. I hung out with rocket scientists. This is just doing some work.

Alisa Conner:

[24:18](#)

So. And that's, I think that's an important key point. And you and I have talked about that before, you know, you have to carve out time in your day and most entrepreneurs are really, they have a lot of things that they're balancing. So what would you say is a realistic time expectation to devote? Like everyday he needed about two hours, three hours, five hours or is it weekly or what? I mean, what does that look like for people that are trying to get speaking gigs?

Phylecia Jones:

[24:41](#)

So one, the first thing that you need to do, if you want to get speaking gigs, one, I need you to make a decision if you really want to do it or not. And, and that's the first step because there are a lot of people who are being pushed into becoming speakers when they really don't want to or they think it's just the easy way to get more clients. One, I need you to decide that if you, if there's something you really want to do and then once you do that, treat it like a product in your business. And that was the biggest mind shift for me was realizing that speaking as a product is not a privilege is not, well people need to see me speak. No. It's like all right, it's a product and I got to go sell my product and make it look really good and take care of it. So that's the first step. And then what I had to do, which I, I always recommend to everyone, whoever works with me about speaking gigs. I, I say carve out eight hours, one day a week, one day a week, sit down and plant your butt in a seat and actually get to researching and pitching. And I call it, I call it the

opportunity day. And, and how that came to me was I was at, I was at fin con one year and you know, I was, you do the networking thing and I met someone who was brand new and we did the woe is me stuff, you know, like, oh my gosh, my business. And so we both did the woe is me, and eight months later I saw them on the cover of a, of, of USA Today. And I was like, what? Obviously they said their business suck too. And what I. and I remember I was, my husband was sleep. It was like 5:00 AM and I couldn't wake him up yet. So I'm, I jumped out of bed. I was like, oh, I need you to wake up. I need you to wake up. And of course he had no idea what I was talking about when he finally, when I told him, I was like, oh my gosh, you see this? And he's like, who are you? What is this? I was like, he's on the cover. He said his business suck. And at that moment I realized that opportunities, we're not going to come to me, they weren't going to fall in my lap. I had to go and create them. So from that point on, I created opportunity day in for eight hours every week I plant my button to see and I go and find speaking gigs and I tell people if you cannot give me eight hours, at least for four, but don't be surprised if you're not getting your 100 speaking gigs because now you need to give more time to it. But it really is taking that eight hours once a week and actually focusing, turning the phone off and doing what you need to do to go after the gigs because they're out there, you just need to focus on getting them.

- Alisa Conner: [27:04](#) So there are two value involves here that I want to reiterate just because I want people to hear him. Number one value bomb was you need to treat speaking like it's a product in your business and that like, I don't think people, people do not do that and you have to do it. And number two is you have to have that day, you have to have one day a week that you are dedicated just like you would with anything else, whether you're creating a training or creating a new course, you're doing content creation. You have got to create that time.
- Phylecia Jones: [27:30](#) Yep.
- Alisa Conner: [27:30](#) So that, that is such awesome inspiration and advice and I really love that. I love you're down to Earth mannerism about it that you know, like anybody can do this, but you gotta you gotta put in the time and I think that a lot of people as entrepreneurs, they think they're just going to wake up one day and then somehow magically a million dollars is going to fall into their bank account.
- Phylecia Jones: [27:52](#) Yeah. I'm still waiting on that day. Literally still waiting.

Alisa Conner: [27:56](#) It's got to be any minute now.

Phylecia Jones: [27:59](#) So if anybody listening, if you figured out that day, please share it with me because I'm still waiting.

Alisa Conner: [28:04](#) Please leave a comment or a direct message for either of us, know how that worked out. Alright.

Phylecia Jones: [28:13](#) The reason why I do a lot of this is because because I do work as a budget and I see, I see the amount of money that business owners spin trying to be successful and I know we all need the help. We all need the coaching, but it is kinda sad when I see so many people spending 24, \$25,000 on coaching programs and they only get the basics of what they already knew and it just comes down to the mindset of doing the work. So I just like to tell people that first thing you gotta do is get your mind right because nobody's selling you bracket science secrets. They're just telling you they're crafting ways and you're spending a lot of money just for somebody to tell you you need to go do some work.

Alisa Conner: [28:54](#) Well. And it really does come down to mindset. That's one of the things I talk about often on this podcast is that the reason it's called the feed you podcast is because it feeds every piece of your being not just your business. It's not just your emotional piece, but um, but that a lot of being an entrepreneur is doing that internal work anyway. If you can't get that nonsense out of your head and that garbage, this carrying around that million dollars might as well be \$10,000,000 because.

Phylecia Jones: [29:22](#) Oh yeah, you're preaching them.

Alisa Conner: [29:25](#) Alright, I'm done preaching. All right. You want to do some, a coffee day? These are great coffee.

Alisa Conner: [29:32](#) All right, so I know I'm, I already know you have a favorite podcast. So do you want to tell us what your favorite podcast is?

Phylecia Jones: [29:39](#) My favorite podcasts at the moment is the seven minute mentor by Mr Mark Asquith. So He's actually a mentor of mine. Love what he's saying and he drops some real cool knowledge bombs every day.

Alisa Conner: [29:50](#) Nice. Yeah, he is cool. I listened to him. I'm okay. Frozen or scooped ice cream

Phylecia Jones: [29:58](#) You mean frozen out of the machine thing?

Alisa Conner: [30:00](#) Like frozen, like yeah, like a McDonald's or something.

Phylecia Jones: [30:04](#) Oh No. That stuff makes my stomach hurt. So it has to be scooped because I used to be an ice cream milkshake girl. Nice.

Alisa Conner: [30:10](#) Do you have a favorite flavor?

Phylecia Jones: [30:12](#) You know what? I'm so vanilla right now. So plain vanilla. It's all right.

Alisa Conner: [30:19](#) Okay. This, I know this will be a good one to dc or marvel.

Phylecia Jones: [30:23](#) Oh God. This is another podcast that you really want to get started on. This one. I am a DC girl. I am definitely a DC girl, but I love the marvel movies.

Speaker 2: [30:34](#) Nice. Nice. And I'm the opposite. Isn't that Funny? I actually ended up buying the Marvel encyclopedia for myself for my birthday.

Phylecia Jones: [30:43](#) I got it for Christmas from my in laws.

Alisa Conner: [30:46](#) That's awesome. I love it. Okay. So, uh, let's see here. What is your most unusual talent? And you can't tell us baton twirling cause you already told us that.

Phylecia Jones: [30:55](#) My most unusual talent. Oh my gosh. I don't know what the. I mean. Okay. I dance. I've done baton twirling. I don't know. That's. I'm stumped. Stumped. I don't know about it. You. I have a talent. Okay, come back to that when I got to come back to that one. Let's do another show on that window

Alisa Conner: [31:16](#) Beachfor mountains?

Phylecia Jones: [31:20](#) Both.

Alisa Conner: [31:21](#) Yeah. I know you. I'm sure you have a favorite spot. Tell us your favorite spot you've traveled to in the last year.

Phylecia Jones: [31:27](#) Geez. I traveled so many places. What the place that I want to go to that has the beach and the mountains or some sort of mountains is St Lucia because it's all there. The ocean and everything. But my favorite place so far. I'm still a London girl. I love London. Hands down as my favorite city in the whole whole white world.

Alisa Conner: [31:44](#) Nice. I have to go with you some time. I haven't been there yet.

Phylecia Jones: [31:47](#) You'll love it. I love it there.

Alisa Conner: [31:49](#) What is your Kryptonite? Like? What is the one thing that you're like, oh, I know I shouldn't have this but I'm going to have it anyway.

Phylecia Jones: [31:57](#) Chocolate covered raisins.

Alisa Conner: [31:59](#) Oh that's pretty healthy. That's not so bad.

Phylecia Jones: [32:05](#) Not when you buy like a three pound bag and you're going to ration it out over the month and it's gone in a week. So, um, yeah. So no sweets, like chocolate covered raisins. Yeah, they cannot make it an and Graham crackers.

Alisa Conner: [32:21](#) Nice. I like Graham crackers too, but you got to have milk and nope, I can eat them plain. They cannot come in this house at all. Oh, well, I'll know that. Not to ever send those to you.

Phylecia Jones: [32:32](#) They won't make it past two days.

Alisa Conner: [32:34](#) Awesome. All right, well I so appreciate your time and your knowledge and I know people are gonna. Want to know more about you and find out more about your speaking class and all the things that you're doing. So would you please share with us the places that we can best find you?

Phylecia Jones: [32:47](#) Oh my gosh. You can find me in all the internets of places at. Keep up with Mrs Jones. If you want to find out more about the course. If you want to subscribe to the podcast, you want to listen to us, the budgetologist. Go to [keepupwithMrsJones.com](http://keepupwithMrsJones.com) and every literally on all the places in the Internet. Keep up with Mrs Jones. That's my brand consistency. That's all I know how to do a branding.

Alisa Conner: [33:09](#) I love it. That's awesome. Good job. Thanks so much for being here and we will make sure that all of those links are put in the show notes so people can click right on him and get to them and we will look forward to possibly having you on. Again, if I can talk you into coming on again and maybe talking a little bit more about budget.

Phylecia Jones: [33:26](#) All right. Thank you. I love being here. Thank you.