



## The 1 Word That Will Shake Up Your Life and Biz (in a powerful way) in 2018

THRIVE BY DESIGN WITH TRACY MATTHEWS

*Get clear on what's not working for you but also what has worked really well, because if you can figure out those little golden nuggets of time when things have worked really well then that will help you move into that flow of abundance being focused on how you want to feel to get to your desired outcome.*

*You're listening to Thrive-By-Design business marketing and lifestyle strategies for your jewelry brand to flourish and thrive. Let's get started.*

Tracy: Welcome to the Thrive by design podcast this is episode 129. Hey there, it's Tracy Matthews the Chief Visionary Officer over at Flourish & Thrive Academy and your host for the show today. And today is a very special day for a very specific reason because it's the last episode of the year, guys! I cannot believe it and you know, little bit of a funny thing you've probably heard me talk about this but I moved about a month from the time that this episode is going to air, and in my building, I love my apartment. It's amazing, super great, I have a lot more space, it's in a nice sort of, luxury building so I have a lot of amenities so I can go work outside of my apartment during the day which is fantastic and I've been loving it. But I also do really enjoy working from home, in fact I record a lot of these episodes, or most of the episodes at home, so when I moved in I didn't realize that the base for the construction elevator in my building since this is an emerging area in a brand-new building that they're still finishing up, is right next door to mine. So, all day it's like jack hammers and it's just like oh my gosh, I wanted a fresh start but I wasn't expecting it to start with jack hammers. So, I'm literally recording this episode in my closet. So, I'm in the closet today, for reals, which is kind of fun but also kind of crazy. It's a little warm in here but it is more sound proof than the rest of my apartment at the moment so I'm going with it for now. But the good news is that I've been working from a sound stage when I need to do batches of audios so that's been working really well because I've been super productive and today I'm going to talk a little more about this idea of productivity and a lot of things that relate to that and how to sort of pick the one word that will shake up your life and business in a very powerful way in 2018 and beyond. So, we're going to dive in in a moment and I'm going to explain to you what I mean all about this stuff but I thought you'd enjoy my story of Tracy sitting in the closet. It's time to come out of the closet Tracy. But I might be recording a lot of podcasts in here actually because sometimes I just get inspired and want to record an episode on the fly and I just





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plug my mic into my computer and go so this might be a regular occasion. I'll have to create some hash tag like Tracy's recording in the closet or something like that. Super funny.

Anyway, the good news is this is a special episode for a lot of reasons, I love the topic of today's episode, and when we dive in I think you're going to love it too. So, make sure that you share this one because it's a good one, I think it's going to be really helpful for a lot of people for a lot of people outside the jewelry industry as well.

So, this is a very special episode because it's the last episode of the year and I love fresh starts, I don't know about you but I love fresh starts. I love starting over. I love the holiday season it's so fun but I just get so excited when a new year starts because I feel like our opportunity to create what we want is endless and you know by the end of the year a lot of the times we feel a little bit worn out, or maybe tousled around by everything that happened in the year or maybe you know hopefully really grateful for all of the business growth that we've received and personal growth and however you want to state it but you know the end of the year is just a really powerful time because not only does it like sort of wrap up the season for you but it also allows you to get really excited and inspired to kind of create something new for this new year. So, I'm excited about that, and with that being said what better time to give your jewelry business a makeover. We have something really special that starts, officially starts on January 8, it's called our Jewelry Brand Makeover Bootcamp, and it's really an amazing boot camp that's designed to help you kind of rejigger and reboot and get your business on the right track so that you can take what you're going to learn and take what you're going to learn in this podcast today and move it into action. This is a great opportunity for you find out what's missing in your branding and how to get past some of those mistakes that really trip you up and you know especially if you're an independent jewelry designer or maker like I am. And you know one of the things that I really love about this is that the content in the boot camp is super valuable, it's like this is stuff that we're actually posting in the boot camp is actually stuff that we would, you would normally pay for because it's so good. But it's really one of the best ways sort of lure in some of your dream clients and raving fans and create fans for life who want to buy everything that you wear. We are so about this over at Flourish & Thrive at helping you create customers that keep coming back because when our customers don't really have a long-life time value. What you want are those customers who continue to buy from you over and over again. And what I want to tell you is that I have a customer, his name is Liam and he's been buying from me for about 3 years, I met him at a wedding and at the last minute he texted me about a couple weeks ago and said hey I need a gift for my





wife, Joy and I designed something for him and let's just say it was in the high five figures, the ticket price of this, and it was something that I've created a great experience for him and attracted this super dream client of mine, Joy loves my jewelry and it's been a great opportunity for me to not only serve them and give her something that she loves which is really why we're doing this because jewelry really does add incredible value to people's lives and we don't think about that sometimes when we're stuck in this sell, sell, sell mode or if we approach sales like we're selling instead of coming from a place from a place of service but when you're able to attract those people that really value what you do and love it so much that they want to come back over and over this is how you really build a business and the boot camp is designed to sort of walk you through some of the things that I've done over the past 25 years, some of the things that we've learned collectively as a business at Flourish & Thrive from our other designers and from Robin's experience in the industry and our coaches and mentors and also, to sort of kind of help you focus on what works so that you can kind of get over some of those insecurities that you feel when you're putting yourself out there and fall in love with your business again. Because I don't know if you've ever been in a place like this but if you don't like what you're doing or how your business is going it can be more of an energy suck than something that's exciting for you so you want to make sure you're in a place as you start the new year and you really kick off January with a bang that you are in that place where you're kind of kicking those insecurities to the curb and being confident in what you do so that you can attract dream clients like, similarly like I've done with my dream client Liam and continue to build your business really easily. And when you have those dream clients who continue to buy and talk about what you do and refer you to their other friends, or chat about you on social media or tag you like, however you know this not all just about like one-on-one personal referrals this has a magnitude involved in it, it becomes so much easier to build a business; it's sort of like compounding interest if you think about like in the finance world. Like you start making interest on money that you invest, and then that interest starts making interest on that money and it all continues to get reinvested and creates a snowball effect. So, we're trying to help you do that. Anyway, enough about that, if you're intrigued, and hopefully you are I hope that you will head on over to [flourishthriveacademy.com/makeover](https://flourishthriveacademy.com/makeover) and if you participated in our similar boot camp last year that we kicked off the year we have some really amazing new goodies involved in that as well. So, this is just like some of our tried and true principles that you know I revisit every year as a business and that I want to teach you how to do too so that you can discover more about how to really position your brand and position yourself and position yourself as an independent designer in a way that feels good to you because that's what it's all about.





So, if you haven't listened to them yet because I know it gets really busy during the holiday season I have two episodes that I recorded that I really want you to dive into before the year is over. Episode 126, "The 10 Questions To Ask Yourself If You Want To Have The Best Year Ever" that is over at [flourishthriveacademy.com/episode126](http://flourishthriveacademy.com/episode126). This is a really great evaluation episode so you can think about what it is you want to create in 2016 - 2018, sorry, I'm dating myself awhile, I was looking at the 126, I'm a little bit dyslexic for those of you that don't know, probably none of you know that, I know why I would say that. I have a tendency to switch numbers around randomly, it's really weird. But anyway I digress, this episode is a great episode for you to listen to you if you want to sort of evaluate kind of what it is that you want to create next year and some of the things to think about, and they're great questions, I think you should all listen to it if you haven't yet. Or if you already listened to it and you haven't had a chance to kind of like mediate on it definitely go back to this. And episode 128, "The End Of The Year Audit: 5 Questions To Ask Yourself To Kick Start 2018 With A Bang". Yes! They're both questions, we want you to take this audit seriously so we're going to help you move forward and really get this going. So, you can grab that one over at [www.flourishthriveacademy.com/episode128](http://www.flourishthriveacademy.com/episode128). Alright, we got a lot of questions for you today, but the focus today is to really help you figure the one word that is going to shake up your life and your business in 2018. So, before I dive in lately I've been listening to, do you guys know who Mike Dooley is? He has a newsletter called TUT.com I think it's "The Universe Today", I think that's what it stands for. I'm not 100% sure but I think it's The Universe something. TUT.com. I found Mike Dooley probably like 8 or 10 years ago, I have no idea how I ran into it, but when I was teaching Yoga I would get his daily emails and I would read them in every single morning to my classes, every time I would bring them, I would collect the good ones and copy and paste them into my phone and I would have something that I wanted to, like a little, like dharma talk in the beginning of the class. And a lot of the times his quotes were the quotes that I used. And it's funny because I'm really good friends with one of the higher ups over at Hay House and Reid Tracy who's one of, the CEO of Hay House is actually, was one of the people that I used to quote all the time. So, I think it's funny that all these things coming full circle. But my friend recommended this book to me about a month ago called "The Matrix" by Mike Dooley, and I don't





know somehow, I got unsubscribed from the TUT newsletter, I'm not sure, maybe I changed email addresses or something, but I was just thrown back into this reminder of why I loved him so much so if you haven't read this book or listened to it on tape, definitely download "The Matrix". But, one of the key principles about manifesting and creating what you want in life and in business and in abundance and all those things is to be focused on how you want to feel if you were to actually achieve your big picture dream. And focus, basically focusing on the desired outcome and the feeling that you'll feel, imaging yourself actually having already achieved it and experiencing it. And my friend Susie Moore who wrote a great book called "What If Does Work Out?", great book for all of you who have side hustles, which we'll be talking about another episode, we already actually did an episode with Susie so definitely check that out, it's amazing. Anyway, Susie and I have been hanging out a lot and she keeps saying focus on, like you know when I'm talking about maybe things I'm struggling with, and she's like well focus what you want to feel when you overcome this obstacle and so, you know I think this is a really good reminder as we're kind of weaving into this idea of creating, you know kind of figuring out what our word is for the year and if you haven't figured it out yet that's what this episode is about, is figuring out your word for the year. I've done this in our groups for the last several years and for the past two years my word was "support" and I'm going to explain to really quickly why I chose that word especially because it will tie into what I'm going to be talking about momentarily. But, I was in a place where I felt really unsupported a couple of years ago, I was in a relationship with this guy who was fantastic when we first started dating, he was amazing and then all of a sudden something changed in the situation. He had started a new job, and I just kind of became like an afterthought to him. And it was really hurtful because we were falling in love and this was really tough situation and you know I had figured out like right before the beginning of the year that my one word for the year was this word support and the reason being was that you know I wanted to feel supported by the people in my life I was tired of having relationships or being in situations where having team players who were sucking the energy out of me instead of working a symbiotic relationship together where I was able to give them, like lead them in a way that felt really supportive and they were able to support me in a way that I could be more creative because that's the whole reason why I hire people in the first place, is so, to take stuff off my plate so that I can focus on





what I'm the best at which is coming up with ideas, coming up with big picture vision for both of my businesses and you know dealing with the community, I say dealing but you know being in the forefront of the community like supporting you guys who come here to listen to the podcast or who are in the Diamond Insiders or in our SOS program or who take our courses, whatever it might be, and showing up for our Facebook live show like all that stuff like I need a lot of mental space in order to show up really well and you guys have probably maybe you didn't notice it but I always notice it, on those episodes where maybe I seem a little bit frayed that's usually because my energy is being depleted too much and I have too much on my plate. So, for me it's really important because when my energy is high and I'm in this space where I can actually be creative it doesn't mean I'm not getting work done, because there's a lot of work that goes into creating a podcast like this, but I'm in like sort of my zone of genius which is really like being a visionary and coming up with ideas. It allows me to be better to my customers and attract better customers in my jewelry business as well. So, this one year that I decided on this word support you know there was a lot of energy being sucked out of me not only from team members who weren't really a right fit for my team. You know my mentor, Ryan, always says that you hire different people at different phases in your career because they are the people that you need to get you to the certain level but a certain time, it's almost like the people that you hired to get you to a certain level, but at a certain time. It's almost like the people that you hire to get you to a certain place aren't necessarily the people who are going to get you to your next level once you get there. So I was in one of those spaces in my business and I needed to make some changes, and it was really hard, I had to let some team members go which was really tough, and then the ones that I was holding on to for whatever reason or not ended up eventually leaving, which ended up being a blessing in disguise because I never think it's a good idea to have someone stay who's not fully excited about being there. Anyway, so a lot of the stuff was going around, so I kept putting it out there and what ended up happening after I had these two years of having the word "support", these relationships, I ended up breaking up with my boyfriend, it was a little bit abrupt. But at the same time, I didn't want to be abrupt. He kind of made it abrupt. At that time it was really painful, but I see now that it was like the best thing that I could have potentially done. I ended up finding some really amazing A players to join my team including Abby who's my business manager now, and





she started as a customer service person. We've worked together, now she's my business manager, and sort of the integrator for my business. I found Jess at the same time and Rebecca who are great team players. We were able to place Robin in a role that she really thrived in all the stuff started falling into place. So then what it allowed me to do is to become more creative, so I started coming up with these amazing ideas to move the business forward, which then like at each stage you end up getting to your, like sort of like a plateau or a hiccup that ends up creating a setback and you need a new word. So my new word for this year is "simplify" and I'm going to tell you why. The word "simplify" is my word for 2018 because when I come up with a lot of ideas I throw a lot more into the mix, and this last year in both businesses, a lot of things have been... I don't want to say falling off the rails because that's not the best way to describe it, but we've been moving a lot of things forward in the business, which has become like increasingly difficult for people on my team to actually keep up with. So while we all are working towards as a team, is simplifying not only our back-end systems, but also the way that we deliver content, the way that we put things out there in the world and also the way that were actually... We are a business, so it's always awkward say this on a live podcast, but we're in the business of making money, so we're streamlining actually like our systems behind the scenes for how we generate revenue in the business in order to sort of create something, like a space where us as an entire team don't feel so pulled in so many directions. You will all get there at one point where you want to do some of the same things. I want you to really start thinking about what your one word is, and I think it's really important to have one word, or I don't say a phrase, but sometimes like a one word thing, it might have to be two words because the two words actually really describes the situation, but if you can, try to dial it down into one word. You might be wondering like, "How do I figure out this one word?" and I've talked a lot and gave you a story content in this particular episode, but hopefully it's helpful for you to see sort of how I came about coming up with these two words that I've had for the last three years.

First of all, the first thing that you really want to do when you're thinking about what your one word for the year is going to be is to really like evaluate where you are now. So what is that going really well, what's worked for you, and also consider what is not going well. Because I know that that's stuff that we don't necessarily want to look at and sometimes depending on your personality you might start focusing on it too much, and that starts to bring your business down





or you want to hide from it. I know there's like, and you don't want to even talk about it. So it's really important to you sort of get really clear on like what's going on with your energy, what's not working for you, but also what has worked really well. Because if you can figure out those little golden nuggets of time when things have worked really, well then that can help you kind of movements that flow of abundance being focused on like how you want to feel to get to your desired outcome, whatever that might be. So figure out what's not working well and figure out also what is working well so you can kind of flow into the good nuggets. On the year that I was like coming up with this word “support”, what was working well was getting things off my plate. So delegating and having team members really worked well. So this is just going to be a simple example. What didn't work well is that I had grown this business and then eventually like some of the people who were on my team grew out, either grew out of their roles, or the role became too big for them that it wasn't the right fit anymore. So I had to sort of step back and see like are these the right people. Some of them left as I mentioned voluntarily, and they didn't even like... I didn't have to have a conversation. Others I had to sort of let go in a loving way, so they could move on to something that was better for them. I always think when these situations happen, it's typically always better for all parties involved. So this year what's been working well is I've had some really great, I'm going to use an example from my jewelry business, had some really great custom jewelry clients this year. But what didn't work well is that a lot of problems came up because I had issues with the people I was using for production, the woman managing my production, and bunch of things that really went array because that projects weren't managed properly, and so there were issues coming up with the actual quality of the pieces of jewelry. Which for me, I'm selling things are really expensive, and it can't happen, and it's not okay with me. You probably heard me talking about this because I have been sharing this on a podcast, but I had a couple of really bad customer scenarios this year, which is not how I run my business, so I knew that something had to change in my system because it was getting too complicated, so I worked out a way to simplify. I hired a new executive assistant who's helping me do things to source and run the production piece, and I also found new manufacturers to help streamline the process who deliver quality work.

The second step to this is to get really, really clear on your vision for next year. I want you to think not only of your goals for next year, but really envision what





it would look like to happen. What is it that you want to create? What are some of those goals that you want to achieve? I recommend that there's no more than three, but what are the goals? You want to remember those, and then also what is holding you back from actually reaching those goals? Because that is something that is really, really important for you. You might have a goal but then you're not really looking at what's kind of in the way of you achieving that, and you want to make sure that that's identified too. If I look at my word for the year, for 2018, which is "simplify" this year, my goal for my jewelry business is to have an automated e-commerce funnels that are driving traffic to a ready to wear collection that I am going to do my best to create this year. This is one of my goals a lot has to change with my workload in order to make this happen, but this is my goal. And then I want to have consistent automated revenue, and what I mean by this is revenue that's coming in based on designs that I have pre-produced that don't require my design energy to do at a specific price point. So that's one of my goals, and then when this happens and I can kind of get this going. I'd like to increase the sort of buy in order for a custom design, so that we're at basically like a minimum, like I can hire my minimum buy-in for custom designs. That's my goal with that, and what's holding me back right now is really time. That's a huge one. It's huge, for me at least in the moment. My goal for Flourish & Thrive Academy, which ties into this feeling of simplify because I kind of explain what was going on earlier, is to create space for my amazing team to be more creative, instead of reactive. As you grow in small business, you know you have to wear a lot of hats, and sometimes you're putting out fires all the time, but what you want to do, you'll get into the flow, but then something happens and something gets off kilter. Well something's out of kilter, and we are getting back into the flow. My goal for that is to actually be back in a space where everyone's being creative, they're coming to the table with ideas, they feel like they're really contributing to the big picture vision of what's happening at Flourish & Thrive Academy, and they're being creative instead of reactive, and actually being really focused on getting things done.

Step three to this process is to be able to tie in emotion; this is a really important part of this. You have to be able to know how you want to feel when this actually happens. So this is going to inform how you select your word in a big way. I want you to think about this when you're sort of like thinking about how you want to feel, maybe it's abundant, maybe it's this ultimate expression of joy and happiness, maybe it's free or happy or loved, or for me, like the





feeling I wanted to have was to feel supported. Sometimes the word can be the feeling, so think about it that way. I want you to think also about what would it cost for you not to be able to feel this way? What would it cost for you not to be able to feel this way? For me it's sleep, it's my health, it's a lot of things. You need to really think about like that, the cost of not getting your shiz together. I'll try not to swear on the podcast. You know what I mean; you want to make sure that you are focusing it away on how you actually want to feel and what the cost is to not feel that way. So if I'm using this example for my jewelry business, it would make me really excited to know that I was able to reach more people at a more affordable price point to wear my jewelry designs. I have lot, a lot of hipster clients. They love, I don't know why, but they love my design aesthetic and they're really drawn to it. And millennials, I would say. They're typically in their 20's, they're younger, and so they haven't really built their careers yet and have less disposable income. Also with the changes with what has been going on in our world and society, a traditional expensive engagement ring isn't as valuable to them. They don't value it as much. They'd rather have something that's cool and unique and different than having something that is this status symbol. So it's like a totally different, it's a totally different marker for what means something to them. I attract a lot of those types of people, and so I want to be able to create a space for them to actually be able to buy at the price point that works for them and to reach more of the audience, because I think it's really important. I'd also like to take a break and not feel like I'm hustling all the time, because I do, I love being busy, I love taking action and I love working, too, so it's not surprising that I do this. But I'm trying to reframe how I show up, because I've really worn myself out this year. I've traveled more than I ever have. In fact I just crossed the gold status on my airline, which is fun and crazy. I think if I actually would have made it my trip to Kenya I would have hit the platinum mark, but I'll be going to Kenya next year. So hopefully I'll keep my gold status for two years in a row, but the most important thing that I want to sort of bring to the table here is that it's important to understand the difference between being busy and busy work and being productive and getting stuff done. The emotional piece here is a lot of times we're not productive, we fell frazzled and we lose our energy, so get back to that space where you can be feeling a great emotion. So you want to tie an emotion to what you want to create this year and have that be sort of the barrier for this. For me I realize that if I don't achieve this, the cost to me is really my health, not enough sleep, not feeling





relaxed, having knots in my shoulders. That's a big cost to not get into that zone. And other one, I wrote some notes here, was, I wrote this good, I think it will be important to you, "resentment". Because when I'm too busy I start to resent the people around me, and that's not a good way to live, and I'm not proud of it, but it's just my natural instinct. Then also another cost that I really identified and laid out here that I didn't think about before I was feeling like I'm not living up to my full potential, which is not an option for me. I'm a high achiever if you haven't noticed that already. I am an overachiever, and not living up to my full potential is not okay with me because I have big plans for my life and big plans for the types of people that I want to reach. There's a lot, there's a big cost to not getting in that place that I want to feel.

Okay, so the next step, so we have, let me just walk you through these top three. Step one is to identify what's going on for you now, what's working well, was not working well. Step two is to get clear on your vision for the year, what you want to create, incorporate your goals, all that jazz. Step three is to tie an emotion, think about how you want to feel if you were to achieve this, whatever it is. If your life was like amazing and perfect at the end of the year. And then the next step is to really get into the nitty gritty of figuring out what this word is. Some of you might be really clear on what your word is now, but if you're not, the next part is going to be really important. Step four is to set a timer in brain temper for thirty minutes. I want you to grab a notebook or your journal, if you have a Flourish & Thrive journal, grab that and set a timer and write down everything that comes up. What's working, what's not working, how you want to feel, how you don't want to feel, what's the cost you is; anything that comes up. Play some classical music, let the energy flow, or play some music that's soothing or feels creative to you. Preferably not something was words, because then we start to sing along and get distracted. Brainstorm, when that timer stops, you're going to have a lot of information. I want you to then go back and pick your words. So what you're going to do is circle the common words that came up over and over again, and circle at least six things that come up. Then from there it might, your word might actually be one of those things that you circled, or it could be something derived from the words that you circled. So if you're saying things like, "I'm too busy all the time, I have so much going on, I don't know what to do and everything's a mess because blah, blah, blah, blah." Maybe your word would be "simplify", or if your brainstorm had to be something like, "I am tired of not making money or the money that I want. I'm





tired of my day job because it's really sucking the life out of me. I really want to get into the space where my passion for jewelry design is actually making abundant money or abundant income. I want to get to a space where I'm having consistent leads on my website, or that everything is sort of moving in this direction of expansion." Maybe your word is "expansion" or "abundance". It could be I'm a bunch of different things. I don't want to necessarily put words in your mouth because there are so many opportunities. If you have core values written out for business, I really highly recommend that you review those before you do this exercise because that will help you kind of get on the right page to get this all done.

The next step is to share your word with someone. If you're in our Diamond Insiders and you listen to this episode I would love for you to share it in our group. If you are just sort of in our bigger Thrive by Design/Flourish & Thrive community, I'd love for you to share with us on social media and actually tag us, @flourish\_thrive on Twitter and Instagram and Facebook.com/FlourishandThriveAcademy on Facebook. Or even post it on our page. I would just love to hear because I'm always so fascinated about the words that some people come up with, like great words like "abundance" or "growth" or "support", "freedom", "love", "adventure", "sales", "consistency", "full-time". I like that one, couple people came up with that last year. This is a really great opportunity for you to kind of create accountability for yourself by sharing the word, and if you're shy and you want to do that, share with your bestie or someone who is an accountability partner with you and have them hold you accountable for actually getting it done because that is the most important part.

Alright, so I just want to remind you that in about a week... About a week I think. No, it's two weeks actually from today, but we're starting the pre-party in a week, that's what I mean. January 8th we are launching day one of our Jewelry Brand Makeover Bootcamp is starting, it's completely free, it's an opportunity for you to engage with our coaches and Robin and myself for not a single penny. You can come join us and learn some of the best stuff that we teach over here at Flourish & Thrive Academy. You're going to walk away with a great brand blueprint to start, to kick your year off right and help you really create your desired sharing propositions so you can move forward in 2018 and move in the direction of your word. Yes, I love it. It starts right at the New Year,





and I think that you are probably curious why we want to share our secrets with you. Well, we know that there is a lot of joy that comes from living your life from a place of creativity and freedom. You've heard me even talk about that in this episode, and that I'm always in a place where I'm striving to get to a place to be creative most of the time. Also, I really do operate out of an abundance mindset. I don't ever worry about other people stealing my customers, I just know that if someone doesn't decide to ever go with us that it's not a right fit. Like with us, what I mean by that is like in my jewelry business, if I'm, you know, working with a customer and they decide not to work with me. It's probably not a good fit on either side. But also even if you don't like we have to offer here at Flourish & Thrive Academy and you never buy a single thing from us, I love you still, it just means that it's not a right fit, or maybe it is, I don't know, there's multiple reasons. I really do you operate out of a space of abundance and I feel that the more that I can give to you guys, the more that we get in return. Just from the energy that you guys give us and how much we learn from you, to be able to provide value and come here every week to even do this podcast, because I always learn so much in those boot camps. So please, please come. It's a ten day boot camp, we are starting on January 8th, the pre-party starts December 31st officially. We'll be opening the gates for you to join the group. Why not, we're going to party with a little champagne and intake into the group, but you have about a week to kind of get in and get acquainted with everyone in our community. Then we are going to kick off straight away with our first boot camp challenge on January 8th, and then we'll wrap that up with a master class about ten days later. I don't have the official date on my radar at the moment, but it's around January 16th. We'll have a couple of master classes for you to choose from. Really excited for you to participate in this. It's going to be awesome; it's really going to be amazing. I can't wait for you to come, start attracting more of those amazing dream clients, like my dream client Liam, and so many other dream clients that I have who really help me move my business forward and allow me to do what I love and live an abundant lifestyle and save money for my future and all that sort of stuff.

Alright. I just want to wrap up this final episode of the year. First, I forgot to tell you. I'm going to tell you again where you can check out the boot camp. Head on over to [FlourishThriveAcademy.com/makeover](https://FlourishThriveAcademy.com/makeover). Don't worry, this link will also be in our show notes, that's [FlourishThriveAcademy.com/makeover](https://FlourishThriveAcademy.com/makeover) and you can sign up, join us. We'll send an email when we open the floodgates for...





Not the floodgates, but we open the doors for our Facebook group, and it's going to be super fun. Last year was just off the rails, off the chain, amazing and you're going to love it.

So I want to wrap up this final episode of 2018 by wishing you a happy and healthy New Year and so much love to all your friends and family. I'm so grateful, I'm going to try not to cry right now, that you've allowed me to come into your ears and your iTunes box, Stitcher box or whatever, just on our blog post feed, wherever you're listening to it, through your computer or your phone every single week for the last year and a half it's been incredible, or for this last year. Actually two and a half years, oh my gosh, I forgot how long we've had this podcast. Anyway, this is really my labor of love. I love creating content, I love sharing advice and words of wisdom with you. Hopefully they're words of wisdom, I don't know. And I love showing up for you guys, so thank you so much for listening because it really makes what I do important and valuable to me. Thank you so much, I wish you the best for 2018, I hope that you pick a kick arse word for the year and I can't wait to support you and help you make that word a reality. So thank you for listening and all you got to say is high five to 2018, I can't wait to get this year started and I'm excited to simplify my life in 2018, and I'm excited for you to create whatever it is that you desire. Take care till next time, this is Tracy Matthews, I will see you in 2018. Woohoo!

