



Make 2019 the Best Year Ever With These 5 Words to Live By

THRIVE BY DESIGN WITH TRACY MATTHEWS

"Entrepreneurship is a growth process. It is an opportunity for you to show up better for your life and your business and that's the way you grow. If you take your business seriously you'll reap a really big reward."

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Tracy: Welcome to the Thrive-by-Design podcast episode 181 and it's Tracy Matthews here, the Chief Visionary Officer over at Flourish and Thrive Academy. I am freaking excited to be here for many reasons. This is the last episode of 2018. I cannot believe it, today is Christmas Day when the episode goes live and most of you probably won't be listening to this on Christmas Day, but in any case you know, I think this is a really powerful day to launch a podcast episode like this because, you know, at the end of the year I always like to do a recap of what's happened in business but also give you some food for thought for inspiration for next year so that you can make the next year the best ever. So whether you're listening to this at the end of December as it goes live, a year from now or whether you're listening to this in January or February, there are so many valuable lessons hopefully in this episode that are going to help you just, you know, live a better life and build a better business because that is what it's all about, right?

So, I'm really excited because this year has been really a crazy year for me in a lot of ways. I'm going to share some of those reasons why. You know Robin and I decided at the beginning of last year, or the beginning of this year I should say, 2018, that we were going to change the nature of our relationship, she wanted to step back to spend more time with her family, she also wanted to pursue other things like building her own coaching program and it was really hard and painful I think for both of us because that transition period was super-awkward and one of the things that we both, I think we both would realize, she is not on this episode with me today but, we would both realize is that sometimes you have to go



through these really difficult transitions and periods to get to your next level because it's almost like the phoenix rising from the ashes, right? You have to kind of break everything down, how it used to be to build it back up. But the good news is, is Robin is still involved in the community, she is working on a coaching program of her own and will be talking about that later in the spring but also we are going to be hosting "Laying the Foundation" again. We're running it a little bit of a different way this year but it will still be just as awesome as usual so if you're an LTF grad I would highly recommend that you join us again because it will be amazing and if you are a student who has never taken "Laying the Foundation" I would highly suggest that you get on the wait list now and join us for the "Jewelry Brand Makeover Bootcamp" which is coming in January.

This bootcamp we bring every single year, it's an amazing opportunity for you to really take a look at your business, take a look at your branding, no matter what stage in business you are; whether you are starting out, whether you have been in business for awhile or whether you are trying to scale because at different points sometimes we need to take a look in and get a little re-do. In fact, I'm going to be doing a brand re-do, I'm going to be doing the bootcamp with you guys because I've got a lot to refresh in my current jewelry brand to get to where I want to be and it's always this opportunity for growth and transition and we always need to be looking at our businesses.

So today I wanted to bring a very special episode to talk about how to make 2019 the best year ever with five words to live by and I think that this is really important because as we're starting with a clean slate, I think the beginning of every single year starts with kind of a clean slate and a new energy and stuff that we want to kind of manifest. In fact, last year at this time I launched a great episode called "The One Word That Will Shake Up Your Business and Life in a Powerful Way" and that's episode 129; I'll have it linked in the show notes but you should definitely go give that episode a listen because it is a fantastic episode that you can kind of set the tone for your New Year with one word, and so I highly recommend it. On January 1st I have a very special episode related releasing with my good friend Rhonda Britten. She is amazing, she has had TV shows, several TV shows I should say. Her story is really incredible and I'm not going to spill the beans now but she really talks about how to face fear to transform your life and your business and to get to your next level, whatever that looks like and so I'm really excited for our episode next week, episode 182, definitely make sure that you listen to that; whenever you're listening to



this episode mark episode 182 on your starred list because it's awesome, I can already tell you, I recorded it a couple weeks ago, Rhonda is amazing, I have seen her speak three times now and every time I see her speak I start crying and I think "There's so much I could be doing to really get to that next level and up-level everything" so I highly recommend all of it, all of it guys!

So, here's the thing. I'm going to do a really quick recap of the end of the year because I think it's always important to evaluate and I'm not planning a podcast episode where I do my biggest business lessons from 2018 but I jotted down a few things here before I started recording to kind of talk about because a lot has happened this year. At the end of last year I moved into a new apartment which I was scared heck-less, I'll use that, or shiz-less, to do it because it was a huge up-level for me. I was moving into a brand new luxury building, my rent was going to be doubled which was insane because I was already paying an insane amount living in the West Village but I moved into this new neighborhood because I needed a change and I needed to shake things up and I needed a place where I felt comfortable filming and I could host video shoots and host get-togethers and stuff like that and it's been an amazing year having moved into this apartment because I feel like I've been able to host maker videos in my apartment and maker videos in my building. I've been able to open my apartment to do several video shoots for me and other entrepreneurs and it's just been an awesome place to kind of get to that next level and be in a place where I really wanted to be. I love living here, it's like living in a mini-town, I don't even have to leave sometimes because there's a gym and a pool in my building and everything gets delivered which is awesome and I've had some great times. In fact, as I'm recording this I'm hosting a holiday party tomorrow in my building, I hosted one of our SOS workshops in this building, it's just, I love living here and it's been a great experience. If I could transport this back to the West Village it would be the perfect place, I'd probably never leave, but, you know, really, that was a huge risk for me to do and it felt very scary to take that leap but I'm so glad that I did it and I survived.

Last year in November as well my sister had twins and it was, the birth was a little bit hairy, we were all a little bit nervous, my sister had a really bad reaction to the anesthesia, she had to deliver the twins via cesarean because they were twins I guess, I don't know exactly why but just general complications with delivering twins and her son Karcher was born slightly underweight and they were worried he was going to have to go into NICU.



I remember seeing my sister the first time after delivery, she looked gray, I was very worried and I remember also seeing my brother-in-law right after the babies were born and he was saying "Carly is doing okay, Carly is doing okay" but he didn't mention the twins and all of us were like "are the babies okay?" But anyway, they are thriving, they are the cutest little chunks. Karcher is, they're both about to walk, Karcher is hilarious, he laughs all the time. Charlotte is a little bit more skeptical, I'm both of their, I'm sort of Karcher's pseudo-godparent and Charlotte is my goddaughter but they are just a blast. Charlotte is very much like my sister in so many ways and is even starting to really look like her and I'm just excited to see how they grow up and they're just amazing, amazing people.

Another thing that has been a little bit bittersweet is that our beloved Abby over here at Flourish and Thrive, my integrator, has decided to step down and move into a more motherly role. She has been the mother of Flourish and Thrive for three years and she is going to step down to work less to take care of her family. We're hoping to keep her around here at Flourish and Thrive but we just don't know and we're still working that out but the good news is, is that we found someone to take her place, her name is Brianna and I'm really excited to have Brianna Miller on our team, in fact I worked with Brianna several years ago with her business, Lead Marketing by Design which is run by her sister Tiffany now. So it's a great opportunity to bring, you know, someone that I met years ago who I really enjoyed working with, onto our team full-time so I'm really excited to have Brianna as the integrator here at Flourish and Thrive to take my visionary ideas and make things happen with them and it's been a really awesome ride thus far so I'm very excited about it.

I'm really excited too because I think a huge win is that we supported over 1000 designers this year in our combined programs which is awesome. We, actually more than 1000, probably more like 1100 I would say. I'm using rough numbers because that's how I work but, you know, the members of our Diamond Insiders Community, we took 279 people through "Laying the Foundation" last year and we have 70 students in our SOS coaching program which is just awesome because, I don't know, these people, the people in our programs are just crushing it and each of the parts of our journey, you know, I don't, we haven't really talked about like, what the user experience is like here at Flourish and Thrive but you know, as we've been really refining our brand journey and the desired journey of Flourish and Thrive, one of the things that's become really obvious is that the journey really starts with "Laying the Foundation" and



you go through that program, you make huge shifts and transitions in your business then you transition and join the DI for ongoing support for your business to continue taking action and moving onto that next step and then, you know, gleaning on some of the more advanced trainings that we do in that program so that you can do more ninja marketing stuff because that's really what it's all about and from there, you know, we're graduating people into our SOS coaching program and this program is really designed to help focus those A players who are showing up for their business to help them grow and scale. You know, we had some really remarkable year-end stories from many designers like Jeana and Jared Rushton who I had on the podcast a couple weeks ago, definitely check out episode 178 because it was an amazing episode with Jeana and Jared Rushton and we talked about just some amazing stories from all of the designers that have gone through the program and I'm going to be sharing more of those in the coming weeks, you know, once we kind of complete our Jewelry Brand Makeover Bootcamp which is coming up. Oh, and I just want to mention if you're not on the wait list yet you definitely should, I mean I have a link in the show notes. We're going to be announcing opening up the intake should I say on January 8th which is going to be exciting so you can head on over to flourishthriveacademy.com/makeover to jump in on the bootcamp because it's going to be awesome. Yeah, and that's like sort of where Jeana and Jared started with us in that process so it's been really amazing.

I mentioned this a little bit earlier but Robin clipped her wings and sort of is branching out into her own kind of programs and she launched a wholesale coaching program which is really amazing but I'm just thrilled to have her as part of Flourish and Thrive Academy and still be helping me with the Jewelry Brand Makeover Bootcamp and she'll also be one of our mentors and coaches in "Laying the Foundation" because we built that program together which is awesome.

So I want to talk to you just really briefly about my biggest personal lessons from this year, some of them transition into business and life and then we're going to get into those five words to live by. The one thing that I realized is that you can't rest on your laurels. You have to adapt to change and you know, I've been, I have this problem and it's called comparison-itis and I teach people about this all the time and while I'm really good at stepping myself out of it and really focusing and staying you know, with what's important to me, I notice at times I start getting like distracted by bright shiny objects and like wanting to move into test the



next thing or whatever, and I realized that, or just keep doing things the same way that we used to. This year has been a huge transformative year for me personally with how I'm showing up in the world, in fact I'm launching a new brand on January 8th which I'll be sharing with you about, it's not going to be a huge announcement in Flourish and Thrive until after Jewelry Brand Makeover Bootcamp is over but it's called "Creatives Rule the World" and it's really about using your creativity to grow your business and your brand and also to, if you're working in a job to use your creativity to make more money and really stand out and shine in the work that you do. But what I realized is that you can't sit back on what worked yesterday and continue to expect it working today, things are moving at a very fast pace and we have to adapt to that change and with that being said, my second lesson really is as your business changes, you must change with it.

You know, one of the things that really was, like, tossed me down and shuffled me out this summer was when Abby gave me a call and said "Look, I love you so much, I love Flourish and Thrive, I love our team, but this is not for me anymore because here are my goals and this is what I want" and I was just like, and it shook things, it shook me to the core and my business was changing so much and what happened was that she just realized she couldn't be the person that I needed her to be at this stage of where we are and this is a great lesson. Sometimes you hire the most amazing people or you bring the most amazing people into your orbit but at a certain point it's time to transition and you kind of grow out of those people or they grow out of the position or whatever it looks like and I'm not saying that Abby grew out of it, it was just, what she needed was something different and what I needed was something different and she was, one of the things that I so respect about her so much and hopefully you will always show up for the people that you hire eventually someday and/or the people that you work for potentially or work with, is that you show up with a level of integrity and one of the things that I think was so amazing about what Abby did is that she could have just left and left me in a really bad position but instead she gave me a heads up about where she was and we worked on transitioning together.

But the exciting thing is that, you know, as things transition, many things shook up on our team and several of our team members actually ended up leaving from working in our business to focus on other things and it's scary and exciting at the same time but like, I'm starting the New Year with like 50% of my team being new people which is kind of crazy in a lot



of ways, because it's like "ahh, is this going to work" but every time I've done this, so many times in my career, every time something like this happens, because I always notice when this happens, I start being like the micromanaging boss and that is really not my zone of genius and what ends up happening is when things get shook up like this and we bring in new people it brings a new energy into the business and a new sense of ease that will really help you grow. So I just want you to learn that as your business changes you have to change with it and the people that got you to where you are now might not be the people who either want to get you to where you're going or are capable of doing that and so with that being said, just like keep that in mind.

Then my next biggest lesson for the year was to simplify and you know over at Flourish and Thrive we have so much, so many things, there are so many opt-ins, so many free resources I should say, opt-ins, free resources, whatever you want to call them, so many ways to help you for free, so many courses and we just realized that we can't keep up with it all so over the next year we're going to really be streamlining what we deliver and offer. Certain things are only going to be available in either our Diamond Insiders membership known as the DI plus or variation of that, we're not really sure when that's rolling out but we're trying to simplify. Our core offering is really going to be our SOS coaching program now because we're really interested in helping people grow their businesses to a significant level and "Laying the Foundation" will continue to be our signature program.

The other programs will be around but they're going to be showing up for you in a different way and we'll give you access to them in a different way because we realize that the best way that we can help you grow is to give you the kind of coaching and consulting that you need to get to the next level and we want to be working with A players, just like you should want to be working on your A customers which is point four, which is all about, and I know I have five big lessons for the year, I also have five words for the year, this is a longer episode than I was expecting but any-hoo, you've got to focus on your A customers and I learned this lesson from my coach Taki which I think is really valuable to all of us in the jewelry industry too because we can get so sidetracked by trying to help everyone that comes into our orbit but when you can focus on those people who really love you and will buy anything that you do your business will grow. Jeana and Jared talked a lot about this on episode 178 so if you haven't listened to that yet, listen to how they talk about how they fostered their community



because it is really, really brilliant what they did and so, so helpful so I just want to remind you of that. Because when you can really find those A+ customers they are the ones who are going to buy everything from you and share with their friends and just in doing that alone, having a successful promotion over Black Friday weekend, Jeana and Jared got 120 new people on their email list and for a small niche brand I think that's really, really good. They're not running expensive ads or anything like that.

And the final thing is don't get lazy with your goals, stay on top of it. More will be revealed, I don't know, I had a really pretty awesome goal set for this year and we got behind right at the end of the year and we're making it up but I'll have to report to you at the end of the year if we actually hit it because I'm recording this about a month before this episode is going live. But I want to remind you that when you set goals, you have to always be taking actions toward them and don't get lazy with your goals, stay on top of them, stay focused and keep moving forward, because if you don't you might not reach them, and if you do you'll probably exceed them which is really, really powerful.

Anyway, so, let's talk about today's episode. This is really five words to live by that will change your life and help you make 2019 or any year, any month, the best month ever. So my first word is intention or intentional. You've got to be intentional with everything that you put out there, whether it's your goals, whether it's what it is that you're trying to create because if you're just slapping things together and you're not crystal clear on what it is that you want you are not going to get what you want. And so, this is really, really important and I know for me, I have some very specific things that I'm trying to create in my life and one of my key intentions this year or things that I really want to put out there is this idea of working with a bigger audience and in order to do that I have to break out of my comfort zone and do a lot of things that are going to scare me which is like literally this entire episode. And, as I mentioned earlier in the show I'm launching a new company, it's called "Creatives Rule the World"; that's a tentative name for now, there's a chance it could change. But really, like, my passion is about helping visionary entrepreneurs or creative people use their creative skill-set to grow businesses, to do better in their job, and even those people who don't think they're creative, to help them tap into their creativity because it's my belief that your creativity is your biggest asset, boom, that's it. You'll make money if you're creative. If you just follow the leader, you won't, and, you know, I'm really passionate about this. So the best way to be intentional in your year to come, is to



take a look at last year. You know, we talk about this a lot when we talk about planning but first of all, acknowledge all your wins and all your successes, but then, you know, like highlight those in amazing ways. Like, what did you do really well, but also this is a good time to take a look at, like, the things that maybe you didn't get off the ground. Do you have regrets about what you didn't get moving forward? Do you have things that seemed really important to you at the beginning of the year that maybe weren't as important later in the year? Maybe there are areas in your business or your life that you want to improve. Maybe you keep attracting the same scenario over and over again and you're not sure how to get out of it. You know, this is like, get out of that victim loop and start moving out of these old patterns. Like, there's a lot of things that you can do. So, what do you want to improve in your business or your life? What's not making you happy right now? Are there people in your life that are sucking your energy, are there situations that are not making you happy? And then, set a word for the year. So, last year around this time, episode 129, I did "The One Word That Will Shake Up Your Life and Your Business in a Powerful Way", I highly recommend you go and listen to that episode, I'll have it linked over in the show notes, you can find it on iTunes or wherever you're listening to the podcast or over on our podcast blog post which we do every single week.

Word number two is risk. In fact, I had a whole live event focused on this word two years ago. Being able to risk something or putting a risk, taking a risk maybe is the best way to put this, has an adverse reaction, has a tendency to push us toward fear and make us afraid of the things that we don't know and so you're in luck because tomorrow I'm going to, not tomorrow, excuse me, next week, episode 182, is all about how to face your fears and grow your business fast this year. So I'm going to give you framework to deal all about this idea of fear and taking a risk. Because when you face your fears, big things happen. So I mentioned last year I took this huge risk, I was so impulsive, I signed a lease without even talking to my finance guy saying like, "Look, can I actually afford this, because I gotta do this and I have to make this change after seeing this apartment, I can tell that this is where I'm supposed to be, this is the place for me . The energy here felt so good and I just am so miserable where I am now and I know that big things are going to happen if I make that move." But it felt so risky because of all the reasons I said earlier, I was like doubling my rent, I was, you know, moving into a new neighborhood where you know, I still don't absolutely love the neighborhood but I love



my building and that part is awesome. But I was moving into like really basically uncharted territories and this year I'm doing the same thing. I'm launching a new brand, I have no idea if anyone is even going to resonate with it and for a very long period of time it's not going to be something that I'm really like focused on necessarily, you know, having a specific revenue model. There will be something, I just don't know yet at this moment but I'm good at working on the fly so we'll see. So I really want to encourage you to do something that scares you every single day. My sister, when we worked at my office in Soho for TMD, Tracy Matthews Designs, she used to have something on your computer that said "Do something that scares you every single day" and I really think that that philosophy, especially for people who are risk averse is so powerful because it pushes you out of your comfort zone and into the bigger version of you, the better version of you, the more enlightened version of you, the version of you that is going to reach your goals and be fearless.

Actually, you probably won't be fearless because at the next stage you'll have other fears but it helps push you in a way that helps you be bold and like take the world on and you know, basically kick that fear to the curb and take some names. Anyway, as you're going to learn in Rhonda's episode next week, this interview that I did with Rhonda Britten, that when you take these calculated risks amazing things happen in your life and when you invest in programs to help you get over the hump, things like, doing things maybe that scare you, like investing in a program like SOS or LTF, I can't even tell you how many designers I've had to chat about you know, making the investment in yourself, that this is a huge part of kind of taking a calculated risk. Like what is the reward or the return on my investment and this is, I'm not going to go too deep in this because it's part of these words that I'm going to be talking about but it's, risk is a thing that I think is really important as an entrepreneur or business owner or someone working for someone else in an entrepreneurial world that will reap those big rewards that you're trying to create in life and business.

Word number three is really a phrase, it is "show up" and I have this one for a very specific reason. I have someone in my life very close to me who has been basically living in a vortex of, like a shiz show basically for the last, basically for her whole life, let's just put it that way. And I'm saying this because she has had moments of bliss and happiness but I feel like this person creates drama wherever she goes. It's almost like she's addicted to drama and so she attracts situations into her life where, that are like really



terrible, that get her in a bad situation and get her reacting and then what ends up happening is this person moves into this victim mode or victim mentality and everything is like "woe is me" and so what ends up happening is there is never any personal responsibility for the decisions or circumstances that happen to her and that she gets herself wrapped up in and I truly believe, and this is like a huge thing, you know I had to face when I got divorced in my early 30s, or like I think I was 30, a long time ago. My husband actually had an affair and it was, I don't talk about this really publicly, sorry if you're listening ex-hubby, but he had an affair and it was really hard and I could have been one of those people that said, you know, pointed the finger at him and blamed him for the dissolve of our marriage but really I had a part to play in that and some of it was my responsibility. You know, I didn't, wasn't paying attention to the signs that things weren't going well and I maybe put my marriage on the side a little bit to grow my business because I was really focused on growing that. And so, I just want you to remember that things happen in life in business. In fact, Jeana and Jared talked about this on, I keep mentioning it because just so many wonderful lessons came out of it on episode 178.

They talked about how they had this huge business fluke and they knew that if they rested on their laurels and expected the same thing to replicate just magically next year that it wasn't going to. And so they needed to figure out a way to replace that income and when things happened throughout the year, like they didn't get into their best show for the holiday season, they had to figure out a way to replace the income in a big way and the cool thing is that they were so strategic and they instead of going into victim mode they showed up as in a player mode. They became truly responsible for their own success.

So we asked this question in one of our groups the other day and we said, you know, if you thought honestly, if you really thought about this yourself, the way you are showing up in your business now and I want you guys to be honest with you, would you hire yourself? If you were applying for a job at your company, would you hire the way that you're showing up in your business? So that might be a tough pill to swallow for some of you but I want you guys to be honest when you think about it and there's no judgment here on what the answer is. We just observe designers over and over again and we see people who step into their role and empower themselves to be that A player showing up for their business and a CEO, they, you know, or CVO as we like to say here, our Chief Visionary Officer. They take their responsibilities for the things that didn't go well, they take



ownership for their business and they keep moving forward in the face of adversity and that is the key, those are the key foundations of an A player. So are you showing up as the A player? So I want you to show up for yourself and your business. And think about it, would you hire you, would you hire yourself as you are showing up now? If the answer is yes, awesome, keep doing more of what you're doing. If the answer is no, then think about it. So this is an opportunity for you to take control of your business and get a sense of where it's going by planning, by being proactive, by learning from your mistakes and your downturns, by getting supports for your blindspots and gaps and taking ownership for your business. These are all really important, important tools; I'm just making a note here, you probably can hear me typing, there we go.

Taking ownership for your business, because how you do anything is how you do everything. So if you're being sucky and like being a B or C player in your business then how can you be, and if you're doing that in your life, how can you attract those top-notch clients and the best people who work with you? You're going to keep attracting, you're resonating at a lower vibration so you're going to keep attracting more of that BS into your life. The same thing with this person in my life that is, keeps getting herself wrapped up into drama and these terrible situations. And I'm not making light of the situation that she's in right now, it is absolutely terrible; but at the same time, like, you're going to keep getting the same old stuff, same old shiz, if you don't make a change within yourself and so you've gotta do the work and I'm getting super metaphysical and woo-woo on you right now but this is important, like, entrepreneurship is a growth process, it is an opportunity for you to show up better for your life and your business and that's the way you grow. And I just want to say, if you take your business seriously, you'll reap a really big reward.

Alright, word number four is invest; it's really a phrase, invest in yourself and here's the reason why. So, when I was starting over, my business had failed, I was facing huge mindset issues, I talk about this a lot. In fact, for the 11 years that I had Tracy Matthews Designs I didn't value investing in consulting and it wasn't until it was too late that I invested a lot of money in a monthly consultant, \$1500 a month for the last two years, about, year-and-a-half to two years, I invested in this consultant who changed my life and I thought to myself even within the first two months, why did I not do this sooner, why did I not do this sooner? Seriously, why did I not do this sooner? Because I had so many gaps and blindspots and I could not see all the mess that they could easily see. They were like "fix this, fix this,



fix this"; within months things were turning around and it became easy. I couldn't prevent the economic crisis of 2008 but what I was able to do was to, you know, do the best that I could in that transition and change the way I showed up in future businesses. And so I remember when I was starting over I got this email from a friend sharing an online course and I was new to online learning and any of that and that was eight years ago, it was so long ago and it was brand new back then. And I was sitting there on the couch with my boyfriend in my first West Village apartment, or second West Village apartment I should say and neither of us had any money, he was laid off from his job too and we were just like oh, whatever, what are we going to do here and I got this email about this online course and it was a cart reopen email and it was an opportunity to jump into something that I'd been kind of eyeing for a couple weeks before, I'm like, what is this thing, they want me to spend \$1500 on this course, like what is this?

This was back, this was eight years ago so that was a big investment in my business. Again, something hit me, something about it just hit me right and I was like, you know what, I'm going to do this, they have a refund policy, if it's not right, whatever. So I started taking the course and my boyfriend started working on it with me because he had a creative business and he was like "this is so cheesy, this is so dumb" and I'm like "maybe you should listen to the lessons that they're teaching, not the way it's delivered" and I gotta tell you, because of that one single thing, that investment that I made, those two investments I should say that I made in myself, investing in Phil, investing in this course, those two things changed my life forever because it put me on a trajectory for starting this new jewelry business that I loved, it conceptualized the idea for Flourish and Thrive Academy and both of those things helped me in all the businesses that I've ever created and I continue to invest in myself on a regular basis in part of coaching groups, mastermind groups, I regularly buy into events where I know that I'm going to make connections or meet people that will change my business and my life.

So I can't recommend this enough; invest in yourself, set aside a portion of your income that you make from your jewelry business to invest in yourself and if your business isn't making a lot of money yet and you're working a full-time job and you want to take this seriously and really do your business more full-time, I would highly recommend setting part of your salaried income aside to invest in business growth programs because if you want, if you're serious about this and you want to make money with



your side hustle or your business that you want to transition into a full-time job or the full-time business that you have, you must invest. Because there's never, ever going to be a time where you know everything and you can't Google this stuff because you don't know what you're missing when you don't know what to Google. So that is not an excuse. And stop participating, stop expecting free groups to be the answer to your problem. One of my favorite things that Jeana said on the podcast, she either said it in the podcast or talk that we were having after about SOS, Jeana Rushton of The Fox and Stone, she said "I just kind of got tired of getting really bad advice from people who didn't know what they were talking about in free groups." Free groups are great for building community and getting you know, a taste of what a mentor is like but you're never going to get the same level of expertise and high touch as you do when you invest in a paid group, whether that be a paid platform like our Diamond Insiders Mentorship Program where we have actual coaches that we pay to mentor you in the group or you join us for "Laying the Foundation" which is actually a course where you get access to our mentors in the Diamond Insiders for the duration of the time that you're taking the course and several months after or whether you join us for our three pop-ups like the Jewelry Brand Makeover Bootcamp where we really invest in you and your business going forward and that is a free group but we have our paid coaches in those groups who really up-level the experience for you and it's important.

And so there is a lot of ways to invest in yourself, it's not just really investing in your business because some of you might be in a different place, you know, do something new, hire a one-on-one coach, get therapy if you're stuck on your emotional issues and mindset issues, join a coaching program and commit to being an A player because that's it. I think one of the biggest shifts that I've seen especially in our SOS coaching students is that a couple of months ago I brought in a mindset coach, Anna Shilina, I met her at an event earlier this year. This is why I so highly recommend going to entrepreneurial events, because you meet people who will change the course of your business in ways that you never thought about. After the first coaching session that Anna did we had jewelry designers, like about ten of them report that they had huge sales the next day which was awesome, including myself, I got a \$5000 order from a private client of mine, she happened to reach out via email and I was just like, what, a few days later I got a \$10,000 order from one of my regular clients. It is just a great opportunity you know, to kind of



remind ourselves like, where are we getting stuck? And so mindset is a huge piece and I was interviewing Yvonne Burkhart who is one of our students in SOS and she, in that interview, she was like "Anna is worth the investment in and of itself, you know, just like having that mindset piece" which is pretty crazy, so, I mean, I was just blown away that she even said that but she was like "the program is so amazing but that, I would pay for the investment in the program, paid for itself just with that". And so what I'm saying here is that you've gotta invest in yourself in one way, shape or another whether it's with Flourish and Thrive Academy or somewhere else, like think, think about like how you're showing up for your business and if you're not doing the work and investing in yourself, in your education, in your mindset, in your, you know, in your energetic field. You know, I have like so many coaches, I have a tapping coach, I have an energy coach, I have an energy coach who kind of doubles as a therapist, like, so if you're not doing the work in multiple areas and working on yourself you're going to always continue to hit road blocks so make sure that you invest in yourself.

And my final word for the year is focus and what I mean by focus is to spend time on what matters most to you because this is important. A lot of times we spend most of our time in business focusing on the stuff that's not going to really move our business forward. We'll talk a lot about this in the Jewelry Brand Makeover Bootcamp so make sure that you join. We spend, pay attention on revenue streams that don't light us up, they might bring some money in but they aren't exciting to us and so I just want to remind you that it is so important to continually spend time on what matters most to you on life and focus on those things. Simplify everything that you need to do so that you can streamline and get really focused on the things that actually matter. We are doing that over here at Flourish and Thrive Academy and that's why we're focusing on our three core offerings over here, "Laying the Foundation", the "Diamond Insiders" and "SOS" and you're going to see that more here in the way we communicate with everything that we do here at Flourish and Thrive so I wanted to just remind you that as you continue to grow your business, as you continue to evolve as a business owner, as you get to that next step, that focusing on what matters most is the thing that is going to move the needle and help you move forward.

So, let me recap those words: Word number one, or word and phrase, "be intentional"; number two, "take risks"; number three "show up" for yourself and your business; number four "invest in yourself, this is so important;



and number five, "focus on what matters most". Alright, well, I am wishing you and yours a very happy ending of the year and a fantastic holiday, rest of the holiday season. I hope that you'll tune in next week, we have a great episode with Rhonda Britten and we're going to be talking about how to kick that fear to the curb and take risks because it's going to be awesome. I want to invite you to get on the wait list for the Jewelry Brand Makeover Bootcamp, it is going to be an amazing experience. It doesn't matter if you're just starting out in business, if you've had a business for awhile, if you've been in business for ten, fifteen, twenty years, if you're someone who wants to give your brand a refresh and really think about your story and why you're doing what you're doing so that you can connect more with your perfect customers, get bigger and better customers, work only with those A players, those A customers that you want to continually attract, this is the bootcamp for you. We're going to walk you through some of the, you know, secrets that designers, you know, these eye-opening, I don't know if they are secrets but they are eye-opening tips that really successful designers know and they've been using for years and they don't tell other people about this either so join us for the Jewelry Brand Makeover Bootcamp. You can head over to flourishthriveacademy.com/makeover to join us and get on the waitlist now. We'll officially open and announce that bootcamp is open and do the pre-homework assignments starting on January 8th so get on the waitlist so you don't forget and don't miss notifications. Alright, this is Tracy Matthews signing off, wishing you and yours a healthy and safe and happy holiday rest of the season, holiday today and a lovely New Year, I don't know what you say in the New Year.

Set a wonderful intention for 2019 and I hope that you're spending time with your family and loved ones because that's what it's all about, the reason for the season. Anyway, thanks for joining me today and if you haven't done so yet I would love to hear a little bit more about what you enjoy most about the Thrive by Design podcast so give us a little rating and review, tell us what you think and make sure that you're subscribing on whatever channel you listen to. Happy New Year, Merry Christmas, Happy Hanukkah, holidays, all of those things and I'm wishing you the best 2019 possible. I'll see you in the New Year.