



How to Become an A-Player in Business (and Get What You Want)

THRIVE BY DESIGN WITH TRACY MATTHEWS

"You need goals. You need to know where you're going in order to achieve those goals. It's not that you become so attached to the goal that if you miss it, it becomes a depression. It's really just a guiding post."

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Tracy: Welcome to the Thrive-by-Design podcast, Episode 186. I am excited to be here today because I have a wonderful episode for you. I'm actually recording this intro a little bit separately because I was waiting on something that I wanted to share and I just finished recording the podcast. It's a great show. I think you're going to really like it.

Today's show is all about how to be an A player in your business to get what you want because, really, you know, entrepreneurship, business ownership, owning a small business, however you want to identify yourself, takes a lot of gumption, it takes a lot of grit, it takes a lot of hustle, it takes a lot of commitment from you, and you got to be an A player. You know, working with a sensitive audience, you know like people who are artists or designers, we're really passionate about what it is that we do. So it's easy to kind of get stuck in that mode like someone said, "No, they don't like my work," and then we get offended and sensitive and then we go down a rabbit hole, and then we can't get out, and then we don't believe in ourselves and dah dah dah dah. Entrepreneurship takes a little bit of a tough skin. In fact, we are just closing enrollment for our Laying the Foundation course today for the round that we're doing that is sort of as a group, and I say as a group because we turned it into a home-study program last year. You can buy it at anytime, certainly; but we like being able to do it as a group together, so we've kind of changed the format a little bit, but the course content and materials are the same.

But the amazing part about it is that we've been listening to you over the last couple of weeks; amazing stories of the transformation of people's



businesses after they have taken our Laying the Foundation course, regardless of where they were. In fact, Andrea Li, she is now one of our SOS coaches, which is quite incredible, she took our Laying the Foundation course for the first time in 2016. She became a member of our Diamond Insiders after, and she is currently a member of the Diamond Insiders. We just hired her as one of our SOS coaches to focus on digital marketing strategy and Pinterest because she has been able to grow her Pinterest following to over 64,000 followers and get tons of traffic to her site from Pinterest, and all of this was stuff that she learned in Laying the Foundations. She was taking a stone-setting class and met someone who was in our Mastermind program. She started talking about how amazing Flourish & Thrive Academy was.

We no longer have a Mastermind program, but at the time we did. Andrea got involved and ended up taking Laying the Foundation for the first time in 2016, and she said, "Because of the stuff that I learned in that program, my collections sell out every single season, no doubt." She is now working with a shop in D.C. that has six stores that she is designing a private label for; she is on the runway all the time; she has a really edgy, funky line; and she is just killing it. She is literally reaching her dreams. She had done apprenticeships with John Atencio and Todd Reed as well. All those things combined, because I'm sure that experience was amazing from a skill point perspective, all those things combined with Laying the Foundation have really led her to create this amazing profitable business that she absolutely loves. I don't know, it's like a really exciting feeling when you can sell out of your collections every single season. Trust me on that.

So as we're talking about being a player, like one of the things that I really noticed about Andrea is that she has really shown up as one of the best members of our community. I have a feeling I'm saying her name incorrectly; I think it's Andrea, but when see names written all the time you're not really sure so, Andrea – you know I love you, girl. I say this because watching her – I met her in person once, and she came to our Live! event a couple years ago when we were still running the Live! Event and she pulled me aside for about 10 minutes and was just like, "Girl, your courses changed my life. I cannot believe what you have created here. This has really been like a prerequisite. Everything you do at Flourish & Thrive Academy should be a prerequisite for starting a jewelry business; it should be part of college, basically, or part of a program because it teaches you everything that you need to do to start, to launch, to scale, to



grow, to get unstuck when you're at a plateau. This course is something – it's not that you just take it when you're a beginner or when you're starting your business – it's something you go back to." Andrea was saying she went back to it four, five, six times to refresh the content, or at least she has done it twice since she took it originally in 2016, but she refers back the course content when she is stuck on something and refreshes. We did a huge overhaul of the material last year. It is an incredible course. We feel like we have really designed the best thing that you can possibly get. If you want to be speaking to your customers more and you want to learn how to market. This is the course for you, my friend.

Anyway, that's enough about that. I'm just excited about it because today's the last day for you to enroll if you want to join us as a group, and it's just a really incredible experience. We're going to have some fun, I think, in the Diamond Insiders because we've changed the format a little bit, and with your Laying the Foundation membership, or with your Laying the Foundation purchase maybe is the best way to put it, you'll get six months of our Diamond Insiders membership included in your enrollment, which is super cool. You can be part of our Diamond Insiders community, and if you decide to stay, you can continue after your Laying the Foundation time is complete.

So I want to dive into how to become an A player in business and get what you want, and this year this was a huge lesson for me because I decided to launch a new company. I'm a really fast mover, but I'm also a really slow mover, which is not something that many of you think about it, and I like to mull things over sometimes. So two years ago, I think right about now two years ago was in February of 2017, I believe, my friend, Gree, invited me to go to a Brendan Burchard—she is in his Mastermind, and Brendan hosts these High-Performance Academy events—and I'm like, all right, I'm a high performer, but it can't hurt to get some more high performance tips, let's see what he's got. Man, I'm not a high performer when you talk to people like Brendan; it was really cool. But he made us commit to something really big, and one of the exercises was to share an extremely big goal that you never really thought of, and I came up with this goal to do a Ted Talk with 20 million views. Little did I know that the most powerful and important Ted Talks like Simon Sinek and the top Ted Talk people are getting 20 million views. I'm like, wow, you've got some work to do, Trace, but we'll see how it goes. So if you ever see me with a Ted Talk with 20 million views down the road, you know that I achieved my goal



that I committed to in Brendan's High-Performance Academy two years ago.

Anyway, but I'd been mulling over the topic, like what is it, and I knew it had something to do with being creative and being highly successful and how to use your creativity to grow your business. So I launched a new business this year; it's called Creatives Rule the World, and I think it's going to be the title of my book. I'm not 100% sure yet, but I will definitely be informing you along the process, and if this is something that you're interested in learning about, the idea is that there's a lot of talk about leading teams and managing teams and coming from an operational standpoint; but there's not a lot of discussion about what happens to the leader of the company. Who's the visionary? Who's the creator? Who's the one that brings in the ideas that actually bring money into the business? How do they get supported? And so I'm starting something called the Visionary Circle soon. I don't even know when, but if you want to get on the waitlist for that, I'm building a waitlist. You'll be hearing more about it. It's really for people who are already doing at least \$300,000 in revenue in their business and are trying to grow their business to 7 figures, 7+ figures, or if you're already at 7 figures you're trying to grow to multiple 7, and you're trying to hire and lead and manage teams to actually support you doing that whether it's a team of contractors who are part-timers or full-time employees, this really takes skill, especially for highly creatives. I am certainly not perfect at it, but I've learned a lot of things along the way about how to do it wrong and how to do it right, and this, I feel like, is my life's work, to inspire the visionary in you to really reach your highest potential. I would love to connect with you over there. You can download my free audio called the Visionary Code, and if you're interested in learning more about the Visionary Circle, get on the waitlist, pretty please; it's for you if you want to really get to the next level and grow your business.

So I'm going to dive in to today's episode. Today I'm talking about how to become an A player in business and get what you want. So this topic is near and dear to my heart for so many reasons because I've observed so many designers, so many creative types, so many other business owners and entrepreneurs, and there are characteristics that really stand out that I've noticed over the years from those that are really successful, and the ones that kind of just always complain because they never have money or they're not attracting clients or whatever. So I thought this would be a great episode to start the new year off so you can evaluate how you're



kind of showing up for yourself because here's the deal: In business, it is like therapy, and the biggest personal growth opportunity and the biggest education opportunity and the biggest financial opportunity that you will probably ever be involved in in your entire life. It's really like a soul-searching journey because we're in it and this is something that we're doing, that we love, that we're passionate about, and we're trying to make money off our passion. When you do that, it's like you're going deep, man, and so you really have to show up as an A player if you want to get the level of success that you really desire. Because at the end of the day, if you are coming into this with a "well, we'll wait and see" kind of attitude or kind of flaky, I would ask yourself is this something that you really want because it takes a commitment to yourself and to your business to really get things going.

This is kind of a different kind of episode today because I wanted to keep it a little bit more conversational, so I've written out a bunch of bullet points that I truly think are characteristics and qualities of A players. I'm sure I did not get every single one, and I'm sure as I'm talking through I might have another idea and I might have to stop recording for a second and add another one in, but everything I'm going to talk about today are things that I've seen over and over and over again or I've seen designers really emulate or own. It's not that A players have necessarily all of these, but they would have a majority of these, and so I want you to think, and if you have an opportunity just to listen to this again or save this episode, it could be a nice thing to revisit as you're evaluating how you're showing up in your business. It can become a really powerful practice because I've had to do this many times because I can say I think I'm pretty much an A player, but there are areas here that I personally really need to work on. And because I've identified that, I have been working on it and getting coaching around it and all that stuff because I want to be showing up 100% every single day. Look, this is a journey. This is progress, not perfection. You know, we are always learning in business, and that is one of the benefits of being an entrepreneur, is that this is a personal growth journey.

I read this book a couple of years ago. It's called Who by Geoff Smart, and it's really about hiring A players, but many of us are not in a place, necessarily, where we are going to hire a team, or we're just starting to hire some of our first team members if we haven't quite crossed the 6 or multiple 6-figure mark. We might be bringing in a virtual assistant or someone to outsource some stuff to, but we're not really thinking about a



permanent team necessarily yet. Our team is primarily more probably contractors at that level; but as your business starts to grow, you might be bringing on employees or more regular contractors to come on your team and have a more consistent role. This is where it becomes really important to hire from the Who method, and the Who method is really all about sourcing, identifying, and hiring A players. Some of the things that I'm going to talk about today are things that reminded me of that book, about how you can score how you're doing, and you can even keep a scorecard if you want to identify the qualities that you would like to see in yourself. You can basically score yourself A, B, C, or D, on how you are showing up in your business.

That would come down to the qualities that you have, like your natural talents and abilities and qualities, and then also your ability to actually do the work that you need to get done. So this is going to be interesting. We're not going to really dive deep into that, but I would definitely recommend getting that book, especially if you are thinking about hiring people. This is something that we will be working on in the Visionary Circle when I launch it. If that is something that you are interested in learning more about, you can head over to my brand-spanking-new website called CreativesRuleTheWorld.com, and you can download the Visionary Code and also get on the waitlist for the Visionary Circle if you have a business that's doing at least \$300,000 in revenue and you're trying to either cross the 7 figures or you're in the 7-figure arena and you're trying to hit multiple 7 figures. We have a great group for that, and it's really around leadership, hiring, and surrounding your visionary self with the right support because that's what it's all about.

In any event, definitely get the book Who by Geoff Smart. It's great, and if you hire using that Who method, you will get amazing, amazing team players. In fact, we just hired a new operations manager over here, Brianna, and she's great. Brianna replaced our beloved Abby; Abby stepped down because she wanted to spend more time with her kids, and we totally respected that. It's been a little bittersweet because we love Abby so much, but we also love Brianna, so we got a great person in to replace Abby (big shoes to fill). At the same time, it's been an interesting journey because when I hired Brianna, she kind of fell into my lap because I hadn't officially started looking, and she happened to email me because she knew that she was making a career change, just asking for introductions, and there you go! I ended up hiring her, but I made myself do the due diligence of sourcing other talent because I thought it was



important to be able to compare and contrast and identify if the culture fit and everything was going to work along with the skillset, and she is definitely an A player, so it's awesome. Anyway, so let's talk about some of these qualities of A players.

A players take responsibility for their action and their business. One of the things that I'm going to say in here is that they don't make excuses, and when you take responsibility for your business, you're not blaming other people for stuff. For instance, let me give you an example, and this is just a random idea. Let's say we're doing something here and we have a promotion that we're doing and we're running Facebook ads, and we're trying to get more people in our funnel and trying to grow our business, and for some reason we end up writing bad ad copy and getting the ad going. We don't get many leads from the ad, and the ad sucks, and my ad team is there trying to make something that I created work, and it doesn't work. I could point the finger and say it's the ad team's fault; but really, it's my responsibility to make sure they're a success in what we're doing. It's really interesting that there are different approaches. A lot of people point the fingers and they point blame at others, and we start doing that in our businesses and blaming other people. It's a hard thing to do because people on your team will make mistakes; but it's really about empowering people to take responsibility on their own because clearly if they're not doing something according to your vision, you're probably not communicating the vision very well. I think that I take really big responsibility for my business, but one thing that I sometimes struggle with is communicating my vision well enough for how I see something going, and so when mistakes happen, it's all I can do to not say you made a mistake, guys, or whatever. It's really about me being able to say, look, it's your time to get this right, and you have to take responsibility for your role in sharing your expectations.

A players also see value in investing in themselves. Now, I was not an A player in my first business, I'm not going to lie. Even though I had very great levels of success and I played like an A player in certain parts of the business, there were things that dropped through the cracks and that I did not take full responsibility for. I say this because here's the deal: I passed up opportunities to get help and investing consultants and investing coaches over and over again because I didn't see the value in investing in myself because I was thinking about it as a cost, not an investment in my business that was going to help it grow. Instead what I did is I spent a lot of money on beads and gems and more trade shows,



and one year I spent almost \$100,000 on trade shows, if you can even believe that, because I was like, oh, in order to expand my business, if I do more shows, I'll get more customers because I'll be in front of more people. But what ended up happening is that a lot of the same people walk the same shows. The shows that I did in Europe were total bombs, and they were very expensive to go to, probably like \$15,000 for each one if you factor in travel expenses and the show fees, maybe even around \$20,000 each. I spent so much money on shows, and that year my margins shrank completely. To me, that's not really investing in myself and my personal development and my growth as an entrepreneur or my business. That was spending money. That wasn't a smart way to invest the money. So that was one huge mistake that I made, and I realize the difference now, that had I gotten some coaching or talked to consultants about how to really think about how to improve that bottom line and increase my profitability, a lot of things would have really changed.

A players don't make excuses for why something went wrong; they take responsibility, as I mentioned before, so we're going to tie those two together because they don't make excuses.

Another thing that A players do is they leave no stone unturned. What I mean by that, I was talking with our customer success specialist, Natasha here; she gets on the phone with a lot of people who are interested in our programs over here at Flourish and Thrive Academy, and if you're interested in talking to Natasha, you can apply for one of her Game Plan sessions; I'll put a link in the show notes so that if you're interested, you can definitely book a session with her because this is a great opportunity for you to find out how we can help you meet your needs here at Flourish and Thrive Academy. If you don't want to do that, no big deal, but we would love to help you out and help you grow your business. One thing she used to always say was, Tracy, you know, I'm trying to help these students, and I'm leaving no stone unturned; I'm just going to keep investigating deeper. How can I help them, how can we help them, how can we help them get their businesses to what they want to create in their business? She said to me, I'm leaving no stone unturned. That, to me, reminded me of something that any A player would do because if they're trying to reach goals and trying to make things happen in their business, they're going to be so committed that they are going to leave no stone unturned.



A players have goals. This is really important. If you don't have goals, honey, you are not playing like an A player. This is so basic here. You need goals. You need to know where you're going in order to achieve those goals. It's not that you become so attached to the goal that if you miss it it becomes a depression; it's really just a guiding post. Anna Shilina, our mindset coach in our coaching program, SOS, over here, said something really powerful to our students, and it was really powerful for me because there were so many years when I set very ambitious goals in my business and so many years I've come really, really short, like maybe \$25,000 or \$50,000 short of my actual goal. That's just such a small amount of money, for me what seems like a small amount of money, and I had to look at why was I missing that. Well, I probably wasn't doing "no stone unturned," so maybe I was not really playing like an A player. But the thing that she mentioned, too, about goals is that goals are just something that you're shooting for, and if you didn't have a goal, even if you didn't make it, would you have ever gotten as far as you were before? So they are just things that keep you motivating to moving forward in your business.

A players take action. They set goals, and then they back them up with things that they do to actually achieve those goals. They are focused on action every single day of the week. They know exactly what to be focused on. They are focusing on the revenue-generating activities. They can decipher which things are going to make them money in their business, and they go after it and do it.

A players love challenges and they love overcoming challenges. This is really an entrepreneur quality, but it's also something I think that A players do because a lot of people identify themselves as entrepreneurs, but they might not be showing up as A players. Challenges are what help us grow. They show us lessons that we need to learn, and they're also a great opportunity for us to up-level ourselves and move forward in a better way. It's really, really exciting.

A players also have a slightly competitive streak. I say that because they get motivated when their friends are doing well. My best friend, Clint, my business was bigger than his when we first met, and he is so motivated and competitive that over the past couple of years he has completely surpassed my sales in my businesses. We have this slightly competitive thing going on; it's not competitive, really—we're really supportive of each other—but I'm like, oh, my gosh, he's doing really well, and I want to get to



that place. So the relationship that we have in this fun sort of competition that we've created between us has become this really wonderful opportunity for both of us to level-up and become better in business. Because of that, we give each other great ideas and we keep each other moving forward.

A players are always learning and improving themselves. This sort of ties in to this competitive streak, and if you're someone that loves to listen to podcasts, hopefully you are listening to this podcast and I'd love for you to share it with your other friends who are A players. I love to listen to audiobooks, I love to go to conferences, I love to go to Mastermind groups and meditations and meet-ups because I love learning. I could learn, learn, learn. I mean, at a certain point you need to take what you've learned and implement it and put it into place, but this is just a great opportunity to keep moving forward and continue to grow. Learning means that they love to grow, and that's why A players love to learn. They're never going to be okay with status quo. I'm just saying that: A players are never going to be okay with status quo. That's sort of a like a B player, and it might also be like a type B personality. It's not that there's anything wrong with that, but if you're running a business, you have to be in A player mode if you want to keep things going. Just know that if you want to keep things status quo and you're doing that and you're intentionally doing that, just acknowledge that and be okay with it; but acknowledge that that's how you're showing up for things, and it's true.

A players don't settle for less than what they want. Obviously, you know, we all have aspirational goals that might take a while to get, but they know that when they're going for things, they are going to always keep moving forward and growing their business. They are not going to settle for less than their lowest minimum bar. This year I did this mindset training right before the year turned, and I felt like I was playing really small, and I had to raise the bar for myself, so I decided that I was going to commit to a personal financial goal for myself and a goal for savings and investing that I was committed to reaching, and I was going to basically ditch my old minimum bar and was not going to settle for less than my new bar. And I'm committed to it. I'm going for it this year, and so I'm making a new line in the sand. So I really want to encourage you to continue to raise your bar, continue to not settle for less than that high bar that you can continue to grow and up-level because great things happen when you do that.



A players go the extra mile. Last year I read this book called The 10X Rule by Grant Cardone, and it was a really interesting book because Grant is super type A, and if you've ever followed him, he's pretty hardcore. He says, like, people who don't reach their goals are losers, basically. I mean, he doesn't say it like that, but it's just like basically the reason why you don't reach your goals is because you haven't given it your all and gone the extra mile. And while maybe it's not possible to do that every single time, A players are always going to go for it; they're always looking for ease and simplicity and to get things coming in to their business because they're taking that extra mile to actually make it happen. They work on their mindset always.

Oh, my gosh, this is the biggest thing. Last year in SOS, we hired a mindset coach, Anna Shilina, and I had mentioned her earlier in the podcast. I actually wanted to do this podcast with her; I couldn't pull it together, though, by the time I recorded it, but I definitely will bring her on the show because, number one, she incredible; and number two, she's got a lot going on and her trainings are so simple and her coaching is so simple, but really powerful. With the training that she did about goals, she's doing something this month about another mindset topic, and everything she does is just so simple to grasp but so powerful because it really shifts the way you think about yourself. So mindset can come in the form of affirmations. We just did this in the Jewelry Brand Makeover Bootcamp, and creating strong affirmations backed by inspired action is one of the most powerful things that we do in our Laying the Foundation course, which is a life-changing course.

If you haven't taken it yet, I highly recommend looking in to it because it's something that will change your life and your business, especially if you haven't crossed the 6-figure mark yet, or if you've been stuck at a plateau over 6 figures or at any point in your business and you can't get to that next level. I think that sometimes people, and I'm saying people that are super action oriented like me, might be able to scramble their way to 6 figures in business because I feel like my first foray into business with my jewelry business, I was able to scramble my way, in my second year of business, to \$150,000 in revenue; but I definitely didn't know what we teach in Laying the Foundation at that point. I was basically clueless. I think I was just lucky because I was really ambitious in going after sales. My business didn't really change and get to multiple 6 figures until I really applied what we teach in Laying the Foundation and it's really, really powerful, and it's something that you can revisit always. That's why we



give lifetime access to the content and materials and the upgrades, because it's really, really powerful.

The other thing that A players do is they surround themselves with positive, like-minded people. This is so impactful. Positive, like-minded people change everything. If you're around naysayers, people who don't support your vision, people who don't support you, people who think that you're stupid for wanting to start a jewelry business, you are never going to move forward. You need to be part of a community like we have over here at the Diamond Insiders, or in SOS. We are surrounded with people who walk your walk, who understand your struggles, who can lift you up when you are down and can show you the way when you can't see clearly because this is what it is all about. If I can tell you, having a village around me has been the one thing that has allowed me to grow. I run three businesses now, you guys. At the same time, coincidentally—I don't know if that's the right word, probably not—but "coincidingly," I don't even think that's a word, but that part and that piece of the puzzle is the one thing that becomes the most powerful, because the community piece, if you use it, will change your life. Find some people to surround you, big groups, small groups, all of it—super powerful.

This one's important, and this is a passion of mine, because you know I talk about being the Chief Visionary Officer over here at Flourish and Thrive Academy. I started a new business called Creatives Rule the World, and I'm just going to drop it now. If you're not following me on Instagram, I would love some love over there because I'm starting from scratch. I'm at CreativesRuleTheWorld.com. You can also follow me on my personal profile, @TracyMatthewsNY because I want to share with you some of these things that I've been walking people through. Visionaries have thousands of ideas a week, sometimes thousands of ideas a day, or maybe not that many; but they're really good at idea generation. Not all of their ideas are good, so they are able to decipher which ideas are good, and they can move forward with them. So this is really, really important. So when you have a good idea, they can identify, okay, like this one goes on a back burner; this one's good but is going to be complicated, so we're going to wait; this one is good and we can get it into action soon, so let's move it forward now because that's what's going to really change the game right here.

A players can easily identify when it's their mind that's getting in the way, and not get attached to their emotions and start going down a rabbit



hole. Guys, it happens to all of us. We get in a bad headspace, we think we're a loser, or we think that we suck at business. Trust me, after 25 years in business, and I've heard designers and people in our community and my peers and stuff say they don't believe this, but I go down rabbit holes all the time. There are days when I want to quit. I have my bad days. I'm like what am I doing here, why do I have this business, what am I thinking, this is so hard. And you know I'm buying into my emotions and I'm having my own little pity party, but I know now how to snap myself out of it really quickly. I do tapping exercises, I listen to Law of Attraction and Abraham Hicks, I do mindset and meditation practice, and I do some yoga, go work out, go for a walk, go for a run, take a nap. All of these things are my tools that I use to get out of my rabbit hole space because I know that if I'm well rested and I'm working on my mindset on a daily basis that I have everything I need within me to be a success. I might not know how now, and that requires me to be investigative and to learn how to do it.

I made some changes last year in my business. I was paying for a lot of contractors and people on my team that I thought I needed, and I was using them as a crutch to take responsibility for my own actions, and while they offered a lot of support while I needed it, it was time to kind of change and to move forward and do something different. And so I feel this sense of release and relief because I finally got to this place in my mind where I don't really need them; I can do this on my own, and here's how we're going to proceed and move forward. And you know, it just goes to show you that sometimes you have mentors and people in your life for a period of time, you work with people for a period of time, you have friends in your life for periods of time—sometimes they last forever and sometimes they don't—and they're all here to show us lessons of what we need to see. And so a lot of this has to do with and ties back to this idea that you can identify when it's your mind or your emotions getting in the way and not reality, so you have to be really crystal clear at that.

A players are really great leaders. And not to say that leadership isn't a work in progress; but they are able to rally troops and move people forward. They're probably a little bit crazy in a lot of ways, but they can get people to buy in to a vision.



Finally, A players, and I think I forgot to post this one. I'm going to restate it. Where is it? I think I forgot to add it. Okay, there's another one here that I'm going to add right now.

A players know how to get things off their plate that are not within their zone of genius. This is really, really important, and because of that, they know how to delegate, and they know when to hire people. They know when to bring people on, and if they're not good at something, they know it's time to let it go and get someone else in that seat. So that is a huge quality of A players; they know how to do that, and because of that, they can attract these A player team members who buy into their vision and love what they're doing, which is super-duper important.

So that was a fun episode for me because I wanted to be able to create this Thrive By Design episode so you can identify which of those qualities you embrace, and then, you know, if there are some you want to ditch, that's totally cool, too—no harm, no foul. I'm just here to inspire you, to help you become a better business owner and grow a better business, whether it's in the jewelry space, the fashion space, the handbag space, the product space, or whatever it is. I've been meeting people out, and they're like, oh, my gosh, I love your podcast; your podcast saved my business.

My friend Sabina—she's also a coach here for SOS program—I was at her baby shower, and some girl walked up to me, and she—I can't remember your name; I'm so sorry if you're listening right now, and I will remember it, and we're going to chat, and I'm going to have you on the show—but she has a dog treat business, and she said, Tracy, your podcast changed my business. And I was like, you have jewelry? Oh, my gosh, no way. And she's like, no, I sell dog treats, but everything that you say is relevant to my business, too. And I was like, oh, my gosh, I'm making changes in all types of industries. So you might be noticing that I might be talking to a little bit bigger audience as we move forward in 2019, but all of it is really relevant to fashion and product-based businesses and jewelry businesses, of course. I will be tried and true to my beloved jewelry designers, but this is really a business podcast for people who are trying to get their products out into the world, who love what they're doing and love growing a business.

So with that being said, I would love to know about you. First of all, have you taken our Laying the Foundation program yet? We are closing



enrollment for this program that we're doing with the group; I think today is the last day we're closing; I'll have a link over at the show notes. Make sure that you enroll if you want to participate in a group. We always offer home study, that's not a big deal; but you may want to be part of the rising tide that lifts all boats and get your business going and be able to participate with our other Flourish and Thrive Academy members and our Diamond Insiders group and you would like to upgrade to our amazing coaching calls that we have. We have, I think, about 10 slotted on topics such as mindset, dream client, marketing; we have two sales calls; we have a website review; collection reviews, all those things. We are offering a bonus this year that you can upgrade to, which is really incredible and will help truly elevate your Laying the Foundation experience.

That's it for today's show. If you haven't checked it out yet, I would love to invite you to head on over to CreativesRuleTheWorld.com and sign up for the Visionary Code download. If you are thinking about hiring a team or you already have a team, these are really great tips, just a super-simple download that will help you lead and inspire your team and get them motivated to do what you need them to do when you need them to do it.

On top of that, I would love for you to rate and review our podcast. I don't ask for that very often, but I'm realizing after I hadn't checked for a while that we had a bunch of new ratings and reviews, and I feel really honored that we have a pretty good track record of five stars, which makes me feel good and that I'm on the right course with this. So I would love to hear from you. If you love what you're hearing, awesome. If you would like to suggest a topic, please give us a rating and review. We would love to help you, or you can just email us over at support@FlourishThriveAcademy.com, and we will get your topic on board.

Thanks so much for listening today. This is Tracy Matthews. Take care until next time.