**YGT episode 166**

you're listening to, you've got this episode one 66. Um, welcome to, you've got this, a weekly podcast for higher education professionals looking to increase their confidence and capacity for juggling the day to day demands of an academic life. I'm your host, dr Katie Linder on this episode, I want to talk about something that I have been kind of secretly doing for the last year or so.

And, um, it was basically a, uh, a service, a program that I was running, but I was doing it kind of secretly. And, um, I want to talk a little bit about why and what it is and how I'm going to be offering it in 20, 20 in a more public way. And, um, if you saw the between a, so drop for make your way.

Um, I will also be talking about this program quite a bit on the new season that is about to come out of, make your way season six and um, that will be dropping as I record this this week. So, um, pay attention to that as well. You will find, make your way on a different channel. So you will need to search, make your way or my name, where you get your podcasts and uh, you'll find it there.

You can hear Sarah and I talking about this program on season six. Okay, so what is it? So way back in late 2018 I had this idea of doing a little bit of a mastermind program around growing businesses, but I had not really planned on launching it until 2020. Because I had a lot going on. I was just about to launch my seven weeks to radical self trust program, and I was doing writing groups and coaching and I was really busy.

And so I was thinking, okay, well that's a great idea to do in the future. And I really liked the idea of putting it off until 2020 I'd have a little more time running my own business under my belt, and I felt really good about that. But then in late 2018, I had maybe three or four people reach out to me and ask if that was going to do anything like this.

And they were very interested in how they could build their own businesses, um, mostly side hustles and, um, how they could kind of learn from me about how to do that because I, they knew I was kind of talking about this publicly on make your way and, and they had a lot of questions and. Um, so that got me to think about doing something a little bit earlier and a little bit more formally.

But I also didn't want to spin up a whole new marketing program for this. I didn't want to create a new website and, you know, all those kinds of things. I just wanted to kind of quietly run this program. So I reached out to about a dozen people that I knew, um, who were my clients. And. People who are kind of interested in kind of growing their own small businesses.

And I said, you know, here's what I'm thinking, and it's going to be a 12 month program. Um, we'll, we'll meet monthly. You'll get some individual time with me to kind of think about your business. And, um, what do you think. And eight of the 12 decided to sign up for this program. So I kind of ran basically a beta version in 2019 I've been meeting with these eight women every month, um, and doing private coaching with them and helping them to build out a lot of different businesses.

They're all working on different kinds of things, and we call this group slow hustle. And the whole purpose of slow hustle is when you're starting a business or when you're kind of starting to take maybe a business that you've already had pretty seriously, it can be pretty overwhelming. And that is what I heard over and over from people that were interested in kind of doing what I'm doing.

You know, with the side business that I have, they would say. I just don't understand how you're doing all those things. I don't understand how you can work a full time job and you can have this side business, you know, do you have a team? You know, like how are you doing all this? And what I would always tell them is I built this up over time.

It took several years to kind of get to where it is now. And as I have gotten stable in one part of the business, I've been able to add on, you know, things to other parts of the business. And I've been able to grow it and have it be really sustainable and feel really good, um, and not feel, you know, overworked all the time by having this in addition to my full time job.

So over the past year, we have had. An incredible time. I've really been enjoying spending time, um, with this group and helping them to figure out what it means to them to do business on their own terms. And if you listen to make your way, you know, that's a big theme. Um, Sarah and I are very interested in how do you do this in a way that feels good to you.

So on season six of make your way, we're actually interviewing five of these women, um, who were in this soul hustle group with me. And so you can hear about their stories and kind of what they took away from the experience. But I also wanted to use this episode to talk a little bit about the program in case there are people who are listening to this that might be interested or in case you know, people who might be interested in this program for 2020.

Now, if you have explored my new website, um, in the past couple of months since it's been live, you may have stumbled across this program already. It has been there the whole time. Um, I haven't really been publicly talking about it, but I did create a page for it and some information that people could look at and kind of see if it was for them.

And I've had several people inquiring lately about it, and so I wanted to make sure I talked about it here too, in case people weren't aware that it is there. So basically what this program is, is it is a 12 month program. I call it a mastermind because it's kind of a mix of me sharing information, us problem solving together, various issues that are coming up with different people in the group, and then also a bit of group coaching.

It is also a place to get private coaching as well because I do offer quarterly private coaching sessions for everyone who is in. The slow hustle group, so you meet monthly and then every quarter you have a chance to meet with me individually. And part of what I'm trying to do through this program is help people to think about what it means to run a values based business on your own terms.

So to think about why having a business really matters to you to get away from, um, always thinking about things like revenue and growth and thinking instead about really meaningful aspects of having a business. Like, who your clients are and how to communicate with them and how to provide products and services and resources that are really gonna help them with whatever it is that you want to focus on.

So, um, we get these kind of 12 month coaching sessions. We meet in zoom in between those sessions. I'm also hosting 30 minute accountability check-ins, um, just to kind of let everybody come into the group again and kind of see each other a couple of weeks later and kind of check in about how things are going.

I mentioned the quarterly one on one coaching sessions, and then for each month there is a topic and I give a ton of different resources, links, um, blog posts, web resources, podcast episodes, books, things that I recommend around that particular topic of the month. And then in 2019, what I ended up doing, which I would love to continue doing in 2020, is I offered a bunch of bonus sessions based on what people wanted to hear more about.

So in 2019, the group was interested in learning more about, um, facilitating webinars, podcasting. Uh, they wanted to know about keynoting. They wanted to know about, um, doing workshops and facilitating things like that. And so I ended up running a bunch of different bonus sessions. Now all of these things in the group are recorded, and so there's a way to access the materials later on, and you have a chance to go back through the materials later on if you want.

Yeah. And then at the end of each session for the month, and these are 90 minute sessions, so we take a little extra time. You have a chance to develop your own homework of what you think tied to that particular topic you want to work on. So I know that everyone in this program is not going to be going at the same pace, and some people are gonna want to go a little bit slower, some people are gonna want to go a little bit more quickly.

And so everybody gets to decide what it is that they want to work on in that particular month. So let me give you a rundown of some of the topics that we talk about throughout the program. So in January, we focus on the concept of building a values led business, and we identify what our values are and spend some time thinking about that.

In February, we focus on defining an audience for your business. In March, we talk about choosing different communication channels and what that can look like in April, we talk about creating and scheduling content and how to juggle that with all the other things you have going on in your life. In may, we talk about clarifying business models and revenue streams.

So this is when you start to think about how do you actually want to bring money into your business and what are the kinds of things, products, and services that you want to offer. And then in June, we talk about designing those products and services. So this is when we really get into the nitty gritty around platforms and kind of thinking about all the different things that you might need to have go into designing a product or a service.

In July, we talk about websites and whether you need to develop one or redesign one. We go into a lot of details around that. In August, we talk about experimenting with marketing, sales, and funnels, and different launches for your products. So that's when we really get into how do you start to communicate about the things that you're trying to sell.

In September, we talk about finances and accounting and how to structure that information. In October, we talk about how to onboard customers and how to kind of have really good customer support and also how to create automations that can really help your business run efficiently. In November, we talk about choosing when and how to outsource, or if you plan to hire for your business.

I offer some resources on that, and then we end the mastermind by talking about planning strategically for business growth. So, um, a range of topics and hopefully it is offering kind of a comprehensive guide of how you build a business over time in a way that really helps it to be sustainable.

And I was talking with somebody the other day who was inquiring about this program, and I was saying, this is really what I wish I had had. Like so many of the things that I create, I go through a process and I kind of find out the information I need. Um, this happens a lot with my books where I try to kind of.

Gather all the things and I just wished someone else had already created it. And um, so this was definitely that situation. I've looked around a lot at different masterminds for online businesses and places where you can learn information and a lot of them are focused on speed. They're focused on making money as quickly as possible.

They're focused on, um, kind of all the tips and tricks of how you do that. And I don't always see things that are really about values and making sure that the business is meaningful for you. And I think this is in some ways why a lot of businesses don't succeed because they're built on that kind of quick trick of how do you bring in that money.

Um, but it doesn't mean it has lasting value to you in your life. So I really wanted to build this program around that concept, um, around really thinking about what building a business means for your larger purpose and how it aligns with the values that you have. Now I understand that not everybody wants to build a business and, um, that is why I created this program.

But I also have other kinds of things that I am offering, but this seemed to be kind of a unique niche of something that I could help people to think through. Um, based on my own experience. Now, I do want to clarify that a lot of people who come through this program, because of just who my audiences, there are a lot of people who are in higher education and so of the people who came through, so hustle in 2019 seven out of the eight were people who were in higher education.

Many of them had full time jobs and they were trying to do some kind of hustle on the side. I think this little hustle could work for people who want to build a business that would fully support them, but I do want to clarify that a huge goal of soul hustle is to take the time you need to build it.

And so I would never promise you, you know, by the end of 2020 you can have the money you need to quit your job. It's not that kind of program. So I hope that this gives you some interesting information to think about. A few are someone who is kind of thinking about business or consulting or doing some things on the side, and you want to really grow this in a way that makes sense for you.

I would encourage you to go on my website, take a look at this program and see what you think. I did want to make it really flexible in terms of payment structures for people. So there is a way to pay for it upfront. There's also a way to pay for it monthly and a way to pay for it quarterly. So I'm, I hope that it's something that fits in with people's budgets, especially if they're interested in, in building a business that's really meaningful.

So you can find more information about the program@drkatielinder.com backslash hustle. I will also link to it in the show notes if you want to take a look. And basically, um, I don't have a buy button on the site because I want to make sure that payment structures make sense for people who are coming through it.

So I'm going to be individually invoicing people who come through this program. So there is a way for you to just contact me and let me know that you're interested, and then we can maybe Schedule a chat to think a little bit more about how that program fits in with you and if it's a good fit for you in 2020.

This is also a program. Just as a side note, that is included in the curriculum structure for my coach training. So for people who are thinking about the coach training and want to have a business building component of that, the slow hustle is listed as six Oh one. In the coach training course options.

And, um, there will be a mix of people in slow hustle who are coaches, but also who are doing other kinds of businesses. Um, so that's just something to know as well is it can be aligned with the coach training or it can be done completely separately. So that's just one more thing that I have going on and I'm excited to share it with you.

I have really enjoyed, um, working with it this year, and even if you're not interested in it for yourself, I hope you'll take a listen to make your way season six. And here's some of the stories of people who've gone through it. I think they just have really interesting backgrounds and it's taking them in some really fun directions.

So thank you so much for listening to this episode. I'd love to hear if you have questions or thoughts about this particular program, you can always contact me via email@helloatdrkatielinder.com you can connect with me on Twitter at Katie double underscore Linder. You can connect with me on Instagram at Katie underscore Linder, or you can always write me a letter at PO box 1621 in Albany, Oregon.

Nine seven three two one. Any way you contact me. I always love to hear from you. Thanks for listening. Thanks for listening to this episode of you've got this show notes and a transcript for this episode can be found at Katie linder.work/podcasts if you found this episode helpful, please also consider rating and or reviewing the show in iTunes.

Thanks for listening.