**final - S6E2**

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Hey, Sarah, how are you? I'm doing all right. How are you Katie? I am really good. I am super excited because we are going to have a conversation today with, um, a really fun colleague, Andrea Greg, who's going to share with us a little bit about getting started with her business. Hello, Andrea.

Hi, welcome to make your way. Thank you. Excited to be here. Yes. So, um, what we thought we would do is first start out with a little bit of information about you, Andrea. So tell our audience a little bit about who you are and kind of what your business area is. Okay. So I've worked in the field of online learning and started an instructional design for about 15 years now.

And over the years I've had. Rare, uh, but, but sometimes consulting jobs where I've done things like work with, uh, organization that did stand up trainings and wanted to also create online modules. I've worked done more. Um. Speaking to groups who we're going to be transitioning a portfolio from face to face to online to kind of talk about the whole process.

Um, but it hasn't been, it's been just kind of word of mouth. And, um, or at my job, someone might say, Oh, you know, this is available if anyone wants to kind of bet on it or whatever. So I would say in general, my business area is, um. Broadly speaking, educations specifically, uh, probably focused on online and hybrid, but I think the core is, is teaching and learning.

Okay. So as our listeners know, Sarah and I mentioned in the first episode of this season, so if you haven't listened, go back listeners, um, that all of our guests this season are coming from a mastermind that I was kind of secretly running over the last year called slow hustle, which was to help people think about their businesses and kind of expanding their businesses.

And I'm really curious, Andrea, what led you kind of now in the state of your career, in the state of your professional life? To think that slow hustle could be a. Potentially a good place for you to be, to kind of think about your business and how to develop it. So I think your description of it in the email, um, and some conversations we had early on, I know I've sort of had, on my.

To do agenda for probably 10 years, to put up a web web portfolio, got a domain name, all of that. And I flirted with the idea of an LLC and, um, you know, for a number of years. So I think you're. Information about it coincided well with kind of realizing I might need sort of an external group to kind of help move things along.

Um, I think our conversations early were really helpful as well because I know I specifically said I'm, I wouldn't even say I'm at a beginning phase. I'm at a pre beginning phase, so I may just be sort of listening and absorbing throughout the year. And. You said that was totally fine. So I really like that it was, um, kind of at each individual's own pace rather than by the end of this year, you will have launched a business.

You're kind of let, from the beginning, it was sort of, each individual is setting their own personal goal. Sarah. I'm wondering how that resonates with you, this idea of a slow hustle, like when you think about your business, how long do you think it took you to kind of really get up and running to a place where it was like, okay, so this is a business.

This is a thing. A long time. I mean, it, it was something I was working on in the background for years. Um, you know, I think I, the, the seeds of the idea really started in graduate school, um, kind of knowing that I didn't want to do the traditional jobs that academics tended to do. And so, you know, the seeds of this idea of like, what could I do with this that's different, or that's outside of some of the main.

You know, constraints of academia, what started early and then it was a lot of doing what you're, the kinds of things you're talking about, Andrea, the, the, you know, consulting gig here, or the speaking thing over here and just trying things out to see what feels good and, and what, um. You know, what you enjoy doing.

Um, so Andrea, I'm really curious, you know, what's been sort of the most surprising part about this exploring, starting, um, starting your own business and what are the things that are sort of most energizing about that Yeah. So I would say that's kind of the biggest learning I've had, which was, I kinda came into it thinking, okay, I need to, you know, set the LLC, figure out taxes, et cetera.

What I didn't realize, um, was the amount of sort of. Internal, uh, derive for a particular, uh, packaging that I would need to have. So, I mean, like many of us I've worked since I was like 14, you know, dairy queen, first job. And, um, I've not had to kind of beyond applying for jobs, really think about, if I were to run a business, what would I, what would it be.

Because what I most like is sort of helping people get something done, that I have a skillset in that area. So I, um, and even in my consulting, it hasn't been me sort of packaging something and then finding clients. It's been, Oh, so and so, you know, it was working with someone and they need someone with a skill area that I think you have.

Do you want to talk to them? And then I, I like to kind of. Problem solve within their framework. So figuring out how to describe that and kind of package that was really difficult. Um. And I would say that's why I'm still on the slower end of the slow hustle, because what I realized was, and I did some work trying to kind of come up with what my, uh, business platform look like, what products might I offer.

Um, but what I've kind of come to is right now I want to just do more consulting and see what needs are out there and then sort of targeted to that. Um, so I'd say that's been the biggest. Surprise is, um, just the internal, I guess, passion. I've come to realize that I need for a specific thing where that's really just not how I've worked most of my life.

It's been, you know, we need this, you have the skills, you know, can you do it. Yeah. I think that makes a lot of sense. And, um, I'm, I'm nodding a lot over here for the listeners who can't see me nodding. Um, as you're talking, Andrea, because I think there's a lot of similarity, uh, in some of the struggles that I had early on, especially in thinking about.

How do I package this thing? Like I'm selling myself and my brain and my ability to think through problems and help you with a thing? Like, how do I talk about that? So I think that's definitely a challenge, especially in the consulting world. Um, and figuring out, like you said, how to package that.

Um, but I'm also curious like, what's the most fun. Part of thinking about this. So Katie and I will often talk about like going where the energy is and I'm a big like, Ooh, shiny thing that looks cool. Let's go that direction kind of person. And I'm curious like what are those kinds of shiny things that are exciting to you about doing this kind of work?

So that's a really good question. I would say of all the kind of lessons in slow hustle or the, the topics that we've done each month. The one that I most got excited about was the values. And, um, I think because I'm the kind of person who I like to kind of build everything on underlying values.

So, um, I think the other thing is, I don't know if you would call this shiny thing, but what's given me energy is seeing the other people in the group. Make progress in very specific but different ways. So kind of that, uh, zone of proximal development in terms of seeing someone who's, um, you know, now doing things that may be in a couple of years I'll be doing and kind of now having.

That model in my mind. Um, the other thing that's been the most, I guess, I don't know if fun is the right word, but relieving is that, um, and I knew it wasn't going to be like this because I've known Katie for years and no, this isn't how she operates, but I'm pretty turned off by, um, any kind of.

Quick pitch to make money or, you know, ramp up and, you know, quit your day job or whatever. So what's been really, uh, confirming in that regard as sort of the emphasis throughout the whole mastermind on kind of doing things with ethics and yeah, being about your, um. What you can offer. I mean, it's month seven and just today we talked about money where I think a lot of these, you would talk about money and you know, week one and that's been really aligned with sort of how I operate.

So knowing. That you can kind of go with your own approach and still be really successful like Katie has been, I think is, is very reaffirming. One of the things I think we've really been trying to emphasize in this mastermind is the concept of doing it your own way, which Sarah I know totally connects with.

Um, and that this is why it's called solo hustle. Cause it takes time to do it your own way and figure out what you want to do. And one of the things I really valued about your story, Andrea, and I think our listeners can really connect with this too, is part of doing this your own way, was realizing what you didn't want to do.

And you came in I think with a particular idea and then shifted. And said, Oh, that's maybe not what I thought it was. And I'm actually not wanting to go in that direction. I'm wondering if you can talk about that process for yourself and how you kind of came to understand and have the confidence to say, this is actually not maybe for me, um, to, to do business and kind of the traditional way that other people might do this.

I actually want to take a little bit more time to figure this out. Okay. Yeah. And actually that brings up a really good, uh. Is a really good question and brings up something that I'm okay. You know, you and I had even talked where maybe midway or week, months, three or four something. And I said, you know what?

Doing this has shown me as maybe I don't want to have my own business. and, um, you know, you had said something like, well, is that, you know, if, if you've kind of realized that this isn't useful for you anymore, we can talk about that. And, um. I'm really glad I stayed and didn't kind of stop doing slow hustle because it's all kind of moving me forward.

Um, I think my comfort right now, and it's probably just because it's what I've always done, is more word of mouth and I want a web portfolio and domain name and all of that. Just as a place to put stuff, like to put publications, to put presentations, to, um, kind of describe skillsets. And as I do more consulting, which I kind of learn the language that people are using so that I can package kind of what I do in a way that is more translatable.

Um, so I think it goes exactly to what you guys were saying in terms of energy. So when I would sit down to do the values. It was very energizing when I, um, I recently got a new job and when I was prepping for the job, I literally went back through the past 15 years of annual reviews because in each annual review, you kind of painstakingly write up what you did that year.

So I was able with that to then sort of bucket. The different things I had done, and that was another step forward in terms of how these things might ultimately be packaged. So I think when I w where my energy was going was less on, um, at this point, generating newsletter or content or hooks or podcasts, not that all those things might eventually come, but it was more on.

I just want to see what needs are out there that align with my interest in skillsets and, and then figure out how to package from there rather than package first. So I guess I just kind of realized I needed to flip it. And a lot of it's just energy-wise, you know, having a full time job. And, um.

Where, where I could put that extra energy. So I mean, and I did say out loud two months ago or whatever, I think you and I had talked kitty. I need to not feel like I have to have everything in place. And really I just want to do some more consulting and I think I'm probably going to be starting something consulting wise, which is exactly what I was saying I wanted.

So, and even doing that has caused me to learn some new terms that might be. More recognizable across the industry, which then helps with the packaging. So I guess it was just kind of flipping the cart horse kind of thing. So I guess I'm a little bit curious and you know, hearing you talk about, um, some of the challenges of, of getting a lay of the land a little bit and, and flipping your understanding of how do I approach this in a way that works best for me.

What are some of the things that make you kind of anxious or a little bit wary about getting into this, you know, into this consulting world? Like w w. I don't know. I don't want to say like, what are your biggest fears? But like what are the things that, that kind of give you pause and think like, well, I'm not super comfortable in that area, or I'm not sure how I'd approach this over here, whether it's in consulting or in this sort of broader business sense.

So, well, I have kind of two and two different answers. One is, um. As I've grown in my career, I've gotten further and further away from the day to day technology production. So I don't make videos. I mean, I don't make videos, educational videos. I can do, you know, a Camtasia or something, but, um, it's not going to be fancy.

And I, aye. Could still do HTML and CSS, but I haven't done it in awhile. Um, so as I've grown in my career, I've done less and less of that hands on stuff. And when I think about launching a business, if I were to specifically focus on instructional design, which when I've talked to different people and kind of gotten feedback on my ideas, what gets me excited.

Is less. Um, I have less actual kind of concrete experience in that area. So people have said in instructional design, which is awesome, I love instructional design, but usually if you're an instructional designer, working as a single person, you're doing all that stuff. And that's just not, um, it's not that I couldn't enjoy it, but.

When I'm doing. Uh, so I think that's one thing. And actually in this recent call I had to say, you know, I think we're talking about two different buckets, and one is more curriculum strategy and planning, which I can absolutely do. I can iterate with you. We can talk about, I'm kind of. What you're trying to accomplish when they need to be res in face to face, when they need to be online, how you want to do communications, and just always going back to learning goals and laying out a plan and all of that.

And I said, but the second bucket is more of the production side of these materials. And if it's something relatively straight forward, then absolutely I can do that. But. You're going to be able to find someone better if you want a really high quality video. So I guess it's kind of being confident enough to say that.

And, um, I would say that's, that's the one thing that originally when I was getting feedback was making me a little nervous. Like, I don't want to spend 10 hours a day relearning. You know, HTML or this or that to produce things. I would much rather talk at a strategic level about what you're trying to do, what your learning goals are, what kind of activities you could do.

Um, so that would be one thing. And then the second thing would be, and I mentioned this to Katie at one point, just my fear that it's all saturated. That do I really have something unique to offer? Um. Is there, if I put myself out there and I'm a business of one, am I really going to be able to, uh, compete with people who I have a lot more.

People involved or in depth experience or whatever, which is another reason. This kind of word of mouth thing works really well because it's not me sort of selling myself in the great wilderness. It's someone's saying, I've worked with this person for 10 years. She can definitely do. X, Y, Z. And then they trust that person that goes that way.

So that kind of alleviates some of the sense of, I'm going to have to like really market myself and all of that. So I would say those two things. One is that, and I have a technology background from many years ago, I started my career, my first quote, unquote, real job as a programmer. And I, like I said, I've done HTML and I've done more of that, but I just don't do it every day.

I don't do it every month, you know? So if that's what people are looking for, I'm just not going to, that's probably not where it's going to be. So I guess part of it, just the confidence to know that the. Skills I offer a higher level and more strategic at this point. So Andrea, one of the things that really kind of draws me to you as a person in general is that you are not like hugely on social media.

You are not, you know, wanting to be kind of out there and kind of the traditional ways with businesses. And this was something that we've talked about from the very beginning of like, what does it mean to market yourself when you're not. On Twitter when you're not kind of doing these more traditional channels.

And you mentioned in your last response, this idea of talking with other people, vetting ideas, and this word of mouth. I'm wondering if you can talk about how you have used your network, maybe broadly defined to engage and starting to explore ideas around business. Like who have you asked to help you vet ideas and how, how has that process worked for you to try to figure out, you know, what your pathway is as you're figuring out this.

Business consulting stuff that you're working with So, um, I guess two responses. One with the social media, definitely. I, um, if I get to the point where I have sort of a separate business identity and do have things I'm more concretely marketing or promoting or offering services, products, et cetera, then I would be, um.

You know, comfortable and happy to kind of be on Twitter and all of that. So that's, that's one thing. Um, and I do still follow Twitter feeds related to my profession, so it's more just the putting myself out there personally that didn't totally align with my personality in terms of, um, kind of how I'm vetting.

I mean. What I've done, and it's not been a lot. Um, because it's hard. It's kind of, I relate it to when you're first doing dissertation and you, you have your idea and everyone you've talked to kind of tells you the 1,001 ways it's not gonna work, right? It's too broad. It's too narrow. Duh, duh, duh.

Did you think about this. And then by the end when you actually do your dissertation, you realize it was pretty close to your first idea. Like part of the process is just getting beaten up a little bit. So I talked to a couple people. I'm a Dean at a university who was involved in online education in her university and was a colleague from before, another colleague.

And I just sorta showed the, um. Kind of ideas I had and I think in slides. So it was basically just a Google slides of kind of a potential business name services. So it was basically a mock up of what a website would be and what we offer, et cetera. And I got sort of the same feeling of when I actually, these same two people I talked about dissertation, you know, a long time ago of people kinda hone in right away on what's missing.

And you kind of have to like, um. You know, CEP separate from that and then say, okay, now I can see what they were saying. You know, they're not saying don't do it. They're saying you really need to think X, Y, or Z. But that's what was sort of draining my energy was this idea that I have to have this whole thing package, that people are going to see it and think it makes sense.

And, um, that's again, why this word of mouth thing is better. Because, uh, for me right now, I mean, eventually I do need to do that. And all that feedback was good. It's not gone anywhere. I'm like, I didn't, you know, delete it from my memory or anything. It's more, um, well, you know, that's a good question, Katie.

I think I would just keep talking to you and the people in slow hustle and my colleagues who know other people, and I have a colleague. And friend who has her own consulting business and you know, she runs into things where it's out of her skillset, but it's in mind. So I think it's going to be the same thing I've been doing.

Um, and, and sort of see where that goes. Like I definitely am intentionally on the slow, slow side of this. It's interesting in hearing you talk about this, um, you know, I, I certainly resonate with the idea of like, don't let the, you know, the perfect be the enemy of the good, right? Like you want to get something out there and, and, you know, but there is this pressure to get that whole package put together and like, make yourself the most presentable you've ever been.

Right. And all of that in order for, in order to feel the most confident, but yet. Really where the confidence comes from as you're talking, it is from talking to your colleagues and friends and trying out different jobs and doing things. Word of mouth and like, you know, getting your feet wet over here and learning.

Oh yeah, no, I can actually, that's another thing I can do. Or this other thing, well, maybe not so much over there. Um, and so I'm hearing you talking a little bit about crafting, even your own understanding of your. Um, consulting business as you go. And I think that that's, that's such a great point because that's really how a lot of this is done.

Katie, I, I'm assuming you would agree with me here that, uh, you know, you and I didn't come out of the gate, you know, knowing exactly, okay, this is what we're going to be doing and this is how we're going to land it and this is what it's going to look like, but that our businesses have been iterative in nature.

And so, you know, I've definitely personally been in that place where I'm like. Okay. Now what am I doing? I don't know, but you're right. There is that pressure to really have it all figured out. I think this is one of my favorite things about the podcast is that people can listen from the very beginning and were like in totally different places.

When we first started out and now and like I didn't have a coaching certification, I wasn't doing coach training. I wasn't, I mean, there was a lot of changes that have happened for both of our businesses. Sarah, you're going through a pivot right now, and it is so much about figuring it out as you go.

And I feel like that's such a big lesson is that you don't stay static. And as Andrea was talking. I was thinking about a business owner I know who does a lot of consulting around kind of building courses and and building trainings and things like that. And she recently started doing a deep dive into a particular product that she just loves, and she's, so, she's been giving webinars on it.

It's not super tied to her business. She's just like loving it. And now the company has reached out to her and they're like, clearly are a super fan and we want you to do XYZ. And she was like, wait, what? Like, and it just kind of totally came out of nowhere. Very genuine. And it's like so aligned with what she wants to do and you just don't ever know.

I mean, it's like you follow the energy, like Sarah always preaches and then stuff comes because people are like, Oh. There. It's that magnetic quality that they get kind of pulled into you and they want to give you, you know, certain jobs or opportunities because they know how incredible it can be.

But I, I do feel like it's such an opportunity to learn about yourself and what your capacity is. And that's also what I hear you talking about, Andrea. I'm wondering if you can share with us, you know, what have you. Learned about yourself through this process of exploring starting a business or exploring, expanding out your consultancy?

I don't know if this is learned. Something I've learned about myself. I think it's something I've learned about where I am right now. I think this will probably evolve, but the idea of putting together a web portfolio that sort of highlights who I am as a professional. Kind of the areas I've worked, publications, presentations, um, seems like a very logical next step in something.

Like, I sat in and thinking about for 10 years and something I would feel good about and kind of enjoy being able to add to it. And, um, but the idea of creating a website for a company. And even if it was just me, but having something like in, in our business we provide or we offer. That's where I started to realize.

I don't know if I'm just not there yet, or it's a passionate issue or just not having kind of been out there enough to kind of know. I mean, it's a luxury and you get kind of siloed in when you have a job at an institution, you learn a ton about that institution. What needs are, what different jobs exist, what your colleagues do, but to look at the field sort of as everything else is.

Um. It's a much broader, and the idea of kind of marketing a business within that much broader field, it just wasn't, the energy wasn't there. So, um, I guess that's sort of what I learned. I mean, I remember saying I'd be comfortable attaching to someone else's business, um, and I'm comfortable doing sort of individual consulting when it's.

We need the skillset or the, this is what we're dealing with. How would you help us? That's very appealing and seems very logical. Um, but trying to come up with a company name and it just started to feel almost existential. Like I had to have this life purpose be aligned with the company. And I just don't think a, it's not true, but B, um, I just don't.

I mean, I would say what I like doing is using my skills, education, and experiences to help people solve problems, which I know is super generic and isn't enough of a description of service. But you know, and I mentioned this in slow hustle. I was in Florida in February and my friend was like lying out in the sun and I was under shade.

And. You know, sitting on a bench next to this man. And we just started chatting, um, about what we each do. And when he heard the word online, he immediately started asking me how we should use social media to get more, um, customers to stay at his hotel. And I said, well. I mean, I don't know anything about your industry, but is that how people, I said, I've never signed up for hotel based on social media.

Um, but maybe that is how people get hotels. I said, um, so we've talked probably an hour and I feel like I gave them like an hour of consulting, and by the end of the conversation I had found firms. For him that do sort of a three 60 internal consulting of hotel to kind of grow from where you are to where you want to be.

And they look at everything, personnel, you know, marketing, all of that. So that's where my skills are. That's where my excitement is. I don't know how to market that. You know, like I can sit next to you and if you have a challenge, I can kinda logically try to talk through and understand what your real issue is and all of that.

So that's sort of where I realized I don't yet no how to do that in a way that isn't so generic that it's not really gonna appeal to anyone. So yeah, I would say that sort of. Where I am right now. It's, it's funny to me that you mentioned this because I'm literally, yesterday I was putting together a little like half sheet flyer about my services and things that I was taking to an event and.

Brooke, I spent hours on this thing and I, for the life of me, could not come up with a way that didn't sound either really stupid or not like me at all, to like describe what I do and why it would be good to hire me. And like I'm just, my brain does not work that way. So I totally hear that struggle.

It's like, okay, can we sit down and have a conversation because I guarantee you by the end of the conversation. You'll understand the kinds of things that I can offer you, so I totally hear you. Um, so Andrea, you've been kind of talking a little bit about some of the things that are, you know, either the things you're not super comfortable with or you're just like, ah, I'm not sure how to, how to do that particular thing.

Um, I'm wondering, you know, I think everybody who kind of. Dabbles in business or kind of gets into the business world has a few of those things that they just hate doing. Like being an independent business person is hard because you have to do everything. And so there are always those things that fall to the bottom of the list.

For me. A hundred percent social media scheduling. Um, that just almost never happens. Katie and I talked about this last season about how I need to just hire out for that, but I'm wondering if you're starting through throughout this process of, of talking with others in the slow hustle to kind of identify those things that you're like, yeah, no, I'm never going to want to have to do that.

Well, the current immediate thing is, um, with building a web portfolio, I would like someone, I mean, all. Provide the content and talk about, um, you know, wording and all that. But I would like someone who's visual and kind of, it could create the, uh, platform or the, the actual website in a way that, um, I don't want to use my brain on that.

Now if I were doing it so years ago, my sister, and she's in a totally different field now, but she started doing accounting as sort of an independent accountant. And I created her website and it was really fun. And I, um, you know, was doing all these different color things and HTML and all of that.

But that's all I had to think about. Where now with the website, it's kind of the content. And the look and feel. So it's not that I can't do it, but I'd rather my brain be focused on the content. And I think it's like, um, same thing, the slow hustle. Today we were talking about finances and all of that.

I'd rather just pay someone to help me set up an LLC, then read all the ins and outs of it, because that's time and mental energy that I'm either not using on my. Uh, day job or that I'm not using it on consulting or other sort of creative things. It's just tricky when you're, you know, you can do something to hire someone else to do it because all the information's there.

It's online. I can read, I can figure it out with the, the website, you know, I've done it before, but it's been awhile. So it's kind of like you have to get over your ego a little bit of. I could do that. It's not that I can't, it's just someone else can probably do it faster and better and free me up to do the content and the curriculum strategy or whatever consulting thing I might be doing.

So I think it's that it's realizing sort of just because you can do it doesn't mean you have to. And. You know, put your energy into the things that that are going to grow. So I always thought that this was one of the benefits of having a full time job and doing the side thing is that you, you had some income or you had some money that you could outsource if you wanted to.

Whereas sometimes when you're just doing the business, you have to make really difficult choices of what you do yourself versus what you asked someone else to do. And I resonate so much with what you're saying, Andrea, about making choices about what you want your brain to focus on versus. You know, other things that are competing.

I'm wondering if you could talk about, because you are in this situation of having a full time job and trying to figure this out, any kind of, I don't know, challenges, constraints, or benefits even that you're thinking of as you're kind of doing both and juggling both right now and trying to think about what having something on the side might mean to you.

Yeah. I mean, for me, kind of having a full time job and being in a education industry, broadly speaking, online learning somewhat specifically. Um, it's, it just is a huge, uh, I guess I'm spoiled, so I'm, you know, at conferences or talking to people in the field and you're. Kind of always learning, always growing, and obviously when you work for an institution, depending on that institution, they sort of own what you produce for them.

But the methods and all of that, whether you learn it through school or your job, that that's yours. And so it's kind of like you're constantly getting trained to be better at whatever services you're offering. So I would say that's a huge benefit. Um, it's also made me realize how. Not, I'm not a super big risk taker.

And having retirement and health insurance and a salary aren't things that I'm, uh, at this point you're ready to give up. Um, flexibility's hugely important to me. So there's always that tension between, um, having more flexibility but more risk. With kind of just having a business versus having, um, a job and having less flexibility, but having all those other comforts.

And I should also say I love my job. So in and of itself, it is rewarding. It's not that, um, it's something I'm doing to try and like. Only build skills for something else. I, I really like it. I like being that. That's another thing I realized sort of going through this process throughout the slow hustle was I like being part of a larger team and serving a larger purpose.

So my job, I'm now intertwined in a lot of different things. I'm, I'm supporting. Faculty, I'm, you know, working on working collaboratively on strategically promoting certain things. Um, and that's really rewarding to me being part of that team and that it doesn't go away because the job ends.

Like it's my job. So everything I'm doing is part of that. So that's another benefit is that I'm not working alone. Um. So I guess I would say those things. I mean, the challenge is time, but it's also true that for someone like me, if I have too much time, I'm less productive. Um, so I guess another benefit is time.

Um, like I did my, I worked full time when I did my PhD and it was miserable for a year. Two truly because I didn't have time to actually even like rest properly. But I was crazy productive and I almost think I got through it faster than I would have if I were just going to school. Um, what I gave up was maybe a little depth and the ability to do more networking or publishing while I was going through school.

So. I mean, right now what I have I think is perfect for me. So one of the things I think Katie and I are really hoping that this season, uh, gives to our listeners is, um, a little bit of a peak behind the curtain at various points in. Starting a business and, and kind of branching into that world.

Um, but also, you know, so some tips and suggestions and things to think about for people who are thinking like, Hey, maybe someday I'll want to start down this road, but I don't really, I'm not really sure yet. So I'm wondering, Andrea, if you have, um, some pieces of advice or suggestions or things to think about for, um, other people who might be interested in starting a business someday, where do you start?

Well, I think that it helps to look at how you've worked previously. So aye, I have never in this, this is going to sound self-critical. I don't, I don't mean itself critically, but when it comes to work, I have friends and colleagues who are. Visionaries in a sense, they can sort of imagine something that doesn't exist and then they can create that.

And that's not even going back to, you know, my, my first job, like. It's not like I worked at that job thinking, I'm so miserable. I want to open my own dairy queen and run it better. I was just thinking, how can I do this better? And, um, so I would say, look at how you work and like to work. If you're the type of person who's generally been comfortable with risks and kind of envisions things that.

Don't exist and you know, feel strongly about creating it, then, you know, go with that. If you're the type of person who's probably a little more like me, which is, um, I like to work within existing problems and solve them or make things better. So the job I've just started, I'm kind of constantly thinking about, okay, where at a, how do we get to be.

But it's within a larger structure where people have already, the decision's already been made that we want to do this. Um, so to me, a lot of it's just personality type and, um, kind of how you've worked before. So like, again, when I was, I was talking to a really good friend who's definitely a visionary, um.

And she'll plan these whole things that don't exist. And she describes it in such great detail. I can like see myself at this place. I don't do that, but I do think with her, how can I help her get organized? How can I build a website for her? How can I help herself promote? But I attached sort of to her vision and then bring the other skills and everything with that.

The other thing that I'm. Generally very good at is seeing what's kind of not being attended to. So, um, that's helpful. But again, how do you write that as a description? Like to solve problems when you already know what you want to accomplish. Like, this guy wants to grow his hotels. I have no passion for growing hotels, but I have a passion for helping him think logically through what he's trying to do.

So I think it's, um. Maybe just be really honest in yourself, reflection about kind of where you've been successful, what, what you like doing. And I don't mean don't challenge yourself. I don't mean don't push yourself. I don't mean don't sort of say, I've always been like this, but I want to be like that.

Um. But I just think it's important to do it within your own, your own strengths. Andrea, this has been so fun to hear you chat more about your business and getting started and I want to thank you so much for coming on the show and chatting with Sarah and I. We've really enjoyed it. Thank you guys.

This has been really clarifying for me as well, and it makes me realize also. I am so new to this, like it's possible in three years I could re-describe everything I've sort of stumbled through today and have actual words that describe what I'm saying. You know, more recognizable terms. So it's just interesting to recognize when you're at a very nascent stage yourself.

And, uh, just being kind of comfortable accepting that I am at the very beginning of something. And I know I have a lot of potential. I know there are sort of skills and all of that that, that can grow into something. But again, it's like being at that super early dissertation phase where you. Are sorta stumbling around in the dark.

And then when you get to look back and realize what was going on, I mean, I'm aware of being at that stumbling around in the dark so. Thank you for the opportunity to kind of talk through it more. Well, you're stumbling very gracefully for what it's worth. I agree. I agree. Well, and I also want to let our listeners know we will drop a link to the show notes.

If you are hearing about slow hustle and you're interested, you can go to dr Katie linder.com backslash hustle to learn a little bit more about the program that we'll be launching again in 2020 so Andrea, always a pleasure, Sarah, of course. Always a pleasure and thanks to our listeners for hanging out with us and hearing a little bit more about Andrew's business.

We'll talk to you next time. All right. Thank you guys. Thank you. Hi, thanks for listening to this episode of make your way show notes and a transcript for this episode can be found@drkatielinder.com backslash M Y. w if you found this episode helpful, please consider rating or viewing the show in Apple podcasts.

Thanks for listening. Hmm.