

[00:00:00] People were spending a lot of money on NFTs. At the time. I mean, this was really big, right? So the day we launched, it was September 25th, 2021. I still remember sitting there. I had no makeup on. I was literally in a pair of sweatpants holding my newborn son on my lap and we launched the collection. The whole collection sold out in 90 minutes, generating about 2.

[00:00:23] 3 million. Hey, it's Renee. Welcome to the Into the Wild show, the podcast for women who want to build incredible mental strength to level up their business and lifestyle. I'm Renee Warren, the founder of We Wild Women, author, speaker. Award winning entrepreneur and your host together, we will make you unapologetic about shining your light, growing your business and turning you into a wildly confident and successful leader.

[00:00:57] This is for you, the visionary, the go getter, the entrepreneur, and for those that need a real kick in the butt to get going and to dream bigger. Each week I bring in leading experts and entrepreneurs to help you take leaps in the right direction. Because I know the best advice comes from someone who has successfully done it before.

[00:01:15] So are you ready to level up? Welcome to into the wild. Hey, you wild women. My next guest. Next is the co founder and CEO of Boss Beauties, a media and entertainment brand that inspires women and girls to be everything they want to be. At Boss Beauties, Lisa has grown the brand to highlight and celebrate women through global collaborations with Barbie, Rolling Stone, Neiman Marcus, the New York Stock Exchange, NARS Cosmetics, and the United Nations.

[00:01:47] She successfully drove the company to earn exclusive representation through the iconic talent agency, William Morris Endeavor, strategically scaling the Boss Beauty brand across film, television, gaming, publishing, and more. Her work has been featured in Forbes. At age, Fortune, People, Elle, and Bloomberg Live, and has gained recognition from Apple, Verizon, and Amazon, Lisa continues to fight to improve the lives of future generations of women through mentorship, activations, and collaborations.

[00:02:21] In this episode, Lisa and I talk about all things Passion and surrendering to the ebbs and flows to the feast and famine of what it means to start and grow a business. We talk about her 7 moment and her miracle 24 hours where she went from nothing in the bank account to millions of dollars and how her perseverance was the thing and the grit was the thing that allowed her to be successful in her domain.

[00:02:51] Please welcome the incredible Lisa Mayer. Thank you for having me, Renee. I'm so excited to be here. We were just saying how I feel like I discovered you on Discord a couple years ago because, correct me if I'm wrong, but you were really into NFT. A hundred percent. Yep. And that's actually part of the origin story of how I started my company, Boss Beauties.

[00:03:14] I think you were like the only woman in NFT at the time you were actually talking about it. And you were kind of the inspiration for me when I was like intrigued by it because there were people that were doing well with NFTs and I turned to my husband and I was like, Hey, can I just take some of our savings and throw it into some NFTs?

[00:03:32] And we agreed on a certain amount, but I had to put a certain amount of hours of studying NFTs before we actually, we never went through them, but I remember following you. So you're joining us today because you have a really cool book coming out very soon. But tell us what is Boss Beauties and why did you start this company?

[00:03:48] Absolutely. Yeah. And I'm excited to share more about my book, Boss Beauty, and a little bit about what inspired me to create the book. But let me jump right in and talk a little bit about what led me to start Boss Beauties, a little of my origin story. For the last decade, I had been working in this space of mentorship.

[00:04:10] Building mentorship programs for women and girls in high school and college and just building a company where I really wanted the company to make a difference in the world. But just like any entrepreneur, if you're an entrepreneur listening, I might not know your business or what you're trying to build.

[00:04:28] But I know the grit and the hard work it takes to build a business because for over a decade, I was bootstrapping my company, trying to build a company, create something from nothing, right? And it was really, really tough and really challenging. I mean, we would have certain milestones. That maybe on the outside looked like they were driving success.

[00:04:52] Maybe they looked really exciting and on Instagram or social media, it looked like, okay, she's doing well, right? But behind the scenes, what was really happening was really, really tough. And Renee, I know I was sharing a little earlier, even before we started recording the podcast. I was sharing a little bit about my \$7 moment.

[00:05:14] I've kind of called it my \$7 moment 'cause it's a moment I'll never forget. You know, I'm gonna actually show you right now. Here's a screenshot of my bank account. A moment when I had \$7 and 15 cents in the bank and there were so many other moments like that. I mean, I remember getting down to 51 cents.

[00:05:35] You name it. I mean, the bank account was around that area, right? I did not have a lot of funding. I didn't have access to thousands of people on my team that could help me build the company. It was really tough. And I remember another moment, you know, carrying around quite literally a Ziploc bag. Where I kept quarters in it and change and I'm like, okay, I have this in my Ziploc.

[00:06:01] I'm going to try to buy a subway card or whatever it was, but it was just really tough to build a company and start it from scratch. And as entrepreneurs, there are so many moments like that. And maybe you're listening and maybe your 7 moment is not the exact same as mine. Maybe it's something totally different.

[00:06:24] But you have your own 7 moment, right? I want to inspire other founders to keep going and not give up. You know, I looked down at that bank account and to be honest, although I was crying and just didn't know if I could do it, I had moments where I felt a lot of self doubt, didn't know if I could actually make it work.

[00:06:44] I actually decided to take that screenshot. I printed it out. And I put it on my wall and almost used it as inspiration to keep going because I thought if I can keep going, I can later share this story later when I don't have 7 in the bank. And maybe I could motivate someone, even if it's just one person to keep going as an entrepreneur or with anything they're facing, whether it be their career.

[00:07:15] Their personal journey, things of that nature. So I had that 7 moment and it really just was tough, but I wanted to use that moment to keep going and later inspire someone else not to quit. And how long did you have like 7 in your bank account? I mean, it would go up and down, right? Like, I did have some traction where I had clients.

[00:07:37] And at the time, my company was launching different products like makeup bags and tote bags and merchandise. So we had merchandise we were selling, products we were selling that all gave back to a cause. And they all had a beautiful story to them. But what I would be doing is I'd have to figure out a

way to self fund the manufacturing, make the products and manufacture them and then ship them to our clients and our partners at the time.

[00:08:08] And many times it would take months and months and months to get paid, especially when you're working with a large corporation or a partner where you have to get set up and even getting set up as a vendor, it takes time. So there would be times when I. I used all the cash and capital I had to fund something and waited months to get paid.

[00:08:27] So it was just tough. And then I'd go up again and get paid on something. But I would say it definitely was for a few years that I would fluctuate and go down and sometimes have those 7 moments. And actually, I won't share who this is. But there was a moment when I just felt so incredibly discouraged because there was a well known founder that had raised a lot of venture backing, venture funding.

[00:08:55] Her dad was a well known CEO, very famous, very well known, have a company all of us would know if I mentioned it. But at one point, she owed me a lot of money. I did a partnership with her company and she never paid me. And I just remember being so discouraged. But you just got to keep going. I mean, it's how many times you get back up.

[00:09:16] Totally. I feel like these things are gifts in a way. There was one time during my previous agency, we were very fortunate, but it only happened a couple times where we had just shifted from like, I don't know, net 60 terms to net 30. They were the reason why we went to net zero. If you know what that means, it's like.

[00:09:34] Invoices due within 30 days or 60 days of sending, we decided that we're going to make it a liability for us in having the invoice due on that date we begin. It was a couple weeks went by and it was net zero. And then I've noticed this over the years of the probably now hundreds of companies I've worked with as clients, I can see a pattern in what's going to be a terrible client and people that have problems paying the bill.

[00:09:58] And I really got a sniff of it after the second week and I was like, Oh, we just plowed through and we're doing great work and we're getting big wins for them. Halfway through the second month, I was like, Hey, you know, you still owe us for last month and I'm invoicing you again. And then the third month came.

[00:10:11] And I don't even know what it was. It's like five or seven grand a month, but like, we bring in employees and contractors to help service the work. We owe them money because we pay our people on time, every time, all the time. That's the standard that we set in our business. So anyways, they came back to us and whether or not they had the money was beside the point.

[00:10:31] They basically said, we're not happy with the work that you're doing. So we just don't justify paying like any of it. They kept holding on to it. And then I just finally told my team one day, I said, you know, take your foot off the gas. We are being held hostage by them not paying us. And it wasn't my team's fault.

[00:10:46] We did not want to worry them. We just said, listen, guys, just pull back on that a little bit. So anyways, what happened was, finally came to the point, I remember just crying. I was like, why do people do this to me? This was so rude and inconsiderate. So I asked my husband, what do I do? He goes, try to get.

[00:11:02] Anything on the dollar, if it's 0.70 on the dollar, 0.30 on the dollar, get something from them. And I think we settled on like 0.30 on the dollar, so we lost 70%. Wow. And You know what's funny? I generally believe in karma. Because what happened? Was they paid? We separate our ways. We never said anything ill about them.

[00:11:22] Turns out my team didn't like them anyway. Then it wasn't a few years later, they were applying to be in somebody I know's coaching program. And I caught wind of them applying to get in. I told that person, you know, I said, I don't know if you remember the story, but those are the people that didn't pay us and we went through hell.

[00:11:39] And he's like, Oh, and then basically just told them, you're not welcome in this community. Wow. So anyway, as you talk about those hellish moments, those 7 moments, that was my 7 moment. That was yours. You had something really fascinating happened when all of this came to fruition. You had a 24 hour period.

[00:11:59] Tell us about this really cool moment in your journey of entrepreneurship. You know, entrepreneurship, there are so many ups and downs, right? Tell me if you agree, first of all, and then I'll share the story. But I'd almost say that entrepreneurship is like 90 percent of the 7 moment, sometimes, or it feels that way to us.

[00:12:21] And then we have another moment where we're just on the mountaintop and just something really incredible happening or even miraculous. The feast and famine. Something that happened later. I mean, this was years after that 7 moment and a lot of the times where I wanted to give up and things that just didn't feel like they were working out right.

[00:12:42] There was a time after I had my son, I was a new mom, and things were not working well with my past company. You know, I just still was not able to get the right funding and backing to really scale and grow it. But at the heart of it, My previous work had always been about mentorship and impact, and I wanted to make a difference for women and girls.

[00:13:04] That was at the heart of it. So fast forward a few years, and I discovered the Web3 space, and I actually discovered what you mentioned, NFTs. And I started reading about NFTs, and at first I didn't quite understand what an NFT was. But I started researching it and seeing that many entrepreneurs and founders were getting into the NFT space and quite literally starting new companies.

[00:13:36] I mean, they would launch a collection of NFTs and they would then almost use that funding and they'd be able to start a company. And really build and scale something, right? So I spoke to my husband, he had found NFTs as well. And we were sitting there one day, I had my newborn there. And I said, what if we could actually launch an NFT collection that would be about empowerment.

[00:14:01] We started talking about names. I mean, I think we threw out a hundred names. We finally landed on the name Boss Beauties. And we said, why don't we just try this, right? The worst thing that can happen is that this will just totally fail. It won't be any different than that 7 moment, right? So we decided to give it a try and it was really, really tough.

[00:14:25] For about two months, we were working nonstop, working really, really long hours. Again, I had my newborn. I was not sleeping much. Maybe I was running on pure adrenaline or just a little crazy from motherhood. But we worked really, really hard because we had seen many people entering the NFT space and launching NFT collections and making millions of dollars.

[00:14:50] And I said, if we could do this, we could launch a new company that would also be at that same purpose of empowering women and making a difference. And I said, if I do this, I want to start a scholarship fund for women

and girls. I mean, I had all these dreams, right? We decided to do it. We spent two months working on this very, very hard.

[00:15:13] And finally, in the fall of 2021, we launched our NFT collection, Boss Beauties, with 10, 000 NFTs. And people were spending a lot of money on NFTs at the time. I mean, this was really big, right? So the day we launched, it was September 25th, 2021. I still remember sitting there. I had no makeup on. I was literally in a pair of sweatpants holding my newborn son on my lap, and we launched the collection.

[00:15:42] The whole collection sold out in 90 minutes, generating about 2. 3 million in NFTs, you know, selling about 2. 3 million in NFTs. This was in September, you said? September 25th. I still remember the day in 2021. I remember my husband and I went to Victoria, B. C. on our couples retreat. December 17th to the 19th, 2021.

[00:16:10] Wow. And that's when we were just starting to, like, get interested in NFTs. And that's when I joined Discord. I think it was the only time I was ever on it. And that's when I discovered you. And you were just launching. And it was, like, all abuzz. It was, like, everybody was talking about it. And I thought, how this is cool, but I still don't get it.

[00:16:28] So you sold 10, 000 NFTs? I did. It was a crazy moment. I was worried they wouldn't sell. I was sitting there on the edge of my seat, not sure what would happen. And I remember someone tweeted it out. There was someone that was really influential in the space. And she tweeted it out and she said, I'm actually on vacation right now, but I am so excited about what Boss Beauties is building.

[00:16:54] So I am coming back from my vacation to buy these Boss Beauties NFTs.

[00:17:02] We'll return to the show in just a moment. If you've ever found value in this podcast and wish to support its growth to keep it serving you with more knowledgeable guests, please take a moment to leave a rating and a review, whether you're tuning in on Apple podcast or Spotify, our show remains entirely ad free.

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truly brightens our day. So if you're inclined, we'd greatly appreciate your rating and review.

[00:17:42] After you've left your review, snap a screenshot and share it with your audience tagging me, Renee underscore Warren. It means the world to us and we'll sure to share it with our followers too. If you haven't already, please take a moment to leave us a rating and a review. And now let's get back to the show.

[00:18:02] Okay. So back up really quickly. And there's probably some people like what's an NFT. We're not getting more detailed there, but it's like digital art. I'll say, yeah. No, did you. Designed these, these are 10, 000 women, essentially. Yes. So I'll show you some of them right here on our book. So pretty. We have 10, 000 portraits.

[00:18:22] of strong, brave, bold women right here, our boss beauties. We launched them. They have all different careers. I mean, we have Olympic athletes, we have superheroes, CEOs, you name it. I wrote 10, 000 bios. 10, 000 unique Boss Beauties characters, we'll call them characters. And this was before ChatGBT. Yup. See, we know you actually did the work.

[00:18:50] I mean, there's a lot that went into it, and I won't go into all of it right here, but we had partnered with a female artist in France, Marion Ben Lisa. I saw her artwork and I just loved it. I loved the style of it, I thought it was really bold and vibrant and colorful and I thought it would fit the type of brand I would love to build, right?

[00:19:10] So we partnered with her and we actually coded the artwork together. We had 40 different outfits and careers and all of this is basically coded together. So you would see the astronaut suit in one asset and then we'd code it so that it becomes like a hundred astronauts, right? With different hair colors.

[00:19:33] So we actually use coding, which is really, really cool too. I did not code it. So I have to throw that out there. So then you pretty much dominated diversity in the NFT space as well. And these are very unique designs and very eye catchy because like back then it was all about the monkey. Totally. Yep. The contrast is your stuff coming in and it's bold and like everybody can relate to it.

[00:19:58] All the women can relate to it. It's very beautiful. Thank you. Yeah. You know what I'm excited for? And again, we're not going to dive too much



into what an NFT is at this time, but NFTs are a digital asset, right? Digital artwork. And a lot of people don't quite understand them, but what we've been able to do now is really make it more mainstream.

[00:20:19] So we have partnered with Barbie. We launched a digital collectible collection. We're calling NFTs now digital collectibles, but we've launched digital collectibles with Barbie, you know, to be able to get it out there to the mainstream. And now our book is actually bringing them into print. So even if you don't understand what an NFT is, you can go get our book.

[00:20:43] It's going to be at Barnes and Noble stores, Anthropologie on Amazon, and it's bringing out wisdom and advice and my 7 story. So my 7 story is in the book, but it will be out there living on desks and in dorm rooms and boardrooms all over in print. When is the launch date? March 12th. Is that date significant?

[00:21:09] You know, the actual date of March 12th isn't necessarily but we wanted to launch it during Women's History Month because we thought that would be really special. I agree. And that's also around International Women's Day. I think it's like March 8th as well. That makes a lot of sense. Okay. You essentially press publish on these NFTs.

[00:21:29] What happened after that? Oh my goodness. I mean, Renee, we could be here for hours. I want to know like the emotions, the downloads you were getting, the doors that open, like you worked with Barbie. What happened? You took a chance. You worked your butt off for two months in and out of a decade of like 7 moments.

[00:21:48] All that was leading up to this moment. A hundred percent. Yeah, I had the decade of 7 moments and then I had my baby. I actually didn't know what would happen after becoming a new mom, if I could go back to be an entrepreneur and what would happen to my career. But then had that decade of 7 moments and then had a lot of hardship during that time.

[00:22:12] Wanted to quit so many times and then had a few months of just working really, really hard around the clock. And then had what I call my 24 hour miracle. And a friend had told me, this is crazy, one of my friends said, I have a feeling that you are going to have a 24 hour miracle that you've worked so hard for so long and people have not seen the work or you haven't gotten your work out there.

[00:22:39] But you are going to have a 24 hour miracle and something's going to happen in a 24 hour period that's going to just change the trajectory of your career and your life. And that was that day that we had that moment, right? Could your bank account even handle that? Like when the bank's calling you saying, this is more than 7, Lisa, what's going on?

[00:23:02] What's going on? Right? I mean, I get the chills talking about it. And to be honest, Everybody has different beliefs, but I have a certain faith that kind of guides me and keeps me going to be able to keep going in situations that are tough. So after that 24 hour miracle that I like to say, after we launched Boss Beauties, I remember sitting there.

[00:23:23] In tears, just hysterically crying out of joy and just being really grateful for these blessings because after that, the company just was really, really growing. I mean, people were reaching out to me. I remember looking down at social media. Seeing that different celebrities had started following me. I mean, I remember looking at a few celebrities that are really well known, really incredible women that are very well known in entertainment.

[00:23:51] And I remember looking down one day at my Twitter and seeing this person follows me. I don't follow them back. I'm like, Oh my goodness, what? I mean, this is crazy, you know, and then partnered with Barbie. It's not about having a celebrity follow you or making millions of dollars. That's not what it's about.

[00:24:11] But I think it was just this moment where I thought, wow, I cannot believe this is happening and I want to use this platform that I have been giving to make an impact on the world. I had something not like that happen just the other day, and it was just a small little thing, but I posted this story. It was real the other day about how I came back into PR.

[00:24:33] I was in it for like seven, eight years, took a break, and then I'm back in it because I wanted to, and I was leaving all the identity things at the door. Who cares what other people think? But I really was intentional about coming back, and I've been in it for a year now. And there was one woman who started following me within the last probably like five or six months who never heard of me before.

[00:24:52] She's more in the industry than I am. The reel was just about how excited I was to jump back in and now I have a roster of amazing clients and I have a wait list for six months and all these things. She's like, you skyrocketed

fast. And I'm like, in your mind, I've been at this since 2012. It did not skyrocket fast.

[00:25:10] So there's all these like perceived ideas of someone's overnight success. It never the case. You just talked about your decade of just like the ebbs and flows of the feast and famine The 7 moments, which was all building you up for the thing. Now, here's the interesting thing, whether or not you believe in God, universe, source, is that the idea you had for Boss Beauties and those NFTs was an idea that was also given to probably thousands of other people.

[00:25:38] around the same time. Most people didn't have the courage or the knowledge or the wisdom, the grit, the resilience to go and do it. You said, thank you, God. Sure. I'll give it a go. Yeah. And then one day you go from 7 to millions because you actually took the courage to follow something as little whisper from God saying, here's the thing that you got to do.

[00:26:00] You've been building this for years. Now's your moment. And you're like, okay, thank you. Yeah. And now look at you. And I have to tell you, that is actually what I believe. Everyone has a different belief, and maybe it is the universe for some, or whatever it is, right? And I respect that. But actually, I do believe that God gave me that idea, because that's part of My journey and my life, but I feel like that was all building up for a long time.

[00:26:24] And God was like, okay, you're prepared for this. Let's go. And I feel like the more healed you are, the more able you can have the clarity to see the gift in front of you. When we're in our trauma or when there's like murky parts and you're just like trying to climb out of this hole of 7 days and 7 moments.

[00:26:45] And you gain this clarity because you're like, this is it, honey. This is it. This is probably like the last straw, but you were willing to go and do it. Most people just, they don't know that the gift is right in front of them. I always say this, they say the last mile is never crowded for a reason because most people aren't willing.

[00:27:02] to go that last mile. I actually really believe there's like thousands of things happening in our life at one time where doors are being opened or maybe one of your clients, maybe there's one of your clients right at this very moment talking about your work and why you're an amazing partner. To someone and then they're going to call you up and it's someone you've wanted to work with for years.

[00:27:26] Or, I mean, there's so many things happening behind the scenes that we're not aware of. They all come together. All by design. Yep. It's all by design. And it's so unfortunate because everybody in the world has the opportunity to create something and make an impact. It's that most people just don't believe themselves, but they're not given the clarity.

[00:27:46] And they need that. And the support network, you had your man, you had your husband, it was like, yeah, we're in this together. So you had each other. I was just watching a video with Layla Hermosi. She was being interviewed by one of the design guys, Chris something. He's asking her like, how did you create a hundred million dollar business by the time you were 28 years old?

[00:28:04] Wow. She's like, let me break this down for you. And it's nothing we've never heard before. But really she goes, the foundation of a successful entrepreneur comes down to the top two things is a support network. If your partner, you're with somebody, whether it's like your business partner or somebody you're married to or living with, don't support you, it will tear you down.

[00:28:25] They will bring you down. They don't need to be at your level. They just need to be willing to support whatever idea you have and the thing you're working on. You guys had each other. That's a beautiful, beautiful gift. It's so beautiful. I have to give my husband Anthony, who is my co founder, a huge shout out because he is just my rock and incredible and he gave up an amazing career.

[00:28:51] I mean, he had won an Emmy for his directing work. He's partnered on major campaigns with. Just about every major company out there as a creative director and working in advertising. And he was really on the up and up in his own career, but he gave all of that up to build my dream with me and to be my co founder.

[00:29:14] And a lot of times he's behind the scenes, you know, our company boss beauties is all about our mission of empowering women and doing this great work with women and girls. And so a lot of times he's kind of behind the scenes working with me as my partner to build this. And he doesn't always get that recognition or get to be out there.

[00:29:38] Yay, Anthony. So I have to give him a major shout out. Let's just double click on that for a second. I couldn't even imagine working with my husband. Guess what? Turns out we work together every single day. And I

didn't even know that because what you do, what I do, what Anthony does in supporting each other is probably the toughest job.

[00:29:56] Yeah. And over the course of a month, my husband's gone for 22 days right now in this season. And I'm full time my business, full time at home with my kids and my dog. And that is not easy. In recognition of what he's trying to achieve, the impact he's trying to make, which I think is such a beautiful thing.

[00:30:15] It's like, of course I'm going to be that support. And sometimes it's like, I don't know what that means. Like going back to that video I told you about Layla, he couldn't do what he did without the dynamic that we have. You couldn't do what you do without Anthony's energy. Him being the best cheerleader.

[00:30:32] It's such a beautiful gift to have that in a partner, whether it's somebody you're married to or living with or in business or even in your friend circle. The cheerleaders. Oh my gosh. I know my cheerleaders. I know who they are. And they know that too, because I always call them out. They're the best. So when it comes to like, Your power duo.

[00:30:53] How do you guys do it? So you have, how many kids? We have one and then I have a stepdaughter. We have two. So two kids. Yep. A business that you were like in September 21st, 2021. Was that the date? September 25th. You got it so close though. I mean, you have a good memory. So that day was like, you pushed a button and that button just Changed your life.

[00:31:16] Yeah, and you're like, well, baby, here we go. Yeah. How do you guys make it work today? It's been a few years now. I can't say that after that day there haven't been challenges, right? I mean tell me if you agree with this, but I almost feel like the challenges they just change So maybe I'm not having that same 7 moment, but maybe there's something else that we're working on that's really tough, or there's always going to be challenges.

[00:31:42] My husband says they're not harder problems, they're just more expensive problems. Yup. I a hundred percent agree. Tell your husband I agree. No matter what, right? If you're listening, I'm sure anyone who's listening right at this very moment can easily think of that one thing that's keeping them up at night or something that's really tough and they need to figure out or solve for, there's always going to be that.

[00:32:06] And I just look at it one day at a time, right? I mean, it's like, you don't climb the staircase. All in one day. You climb one step at a time. You're running a marathon. The marathon is something where you're getting a drink, having a water break. I mean, I'm just looking at it every single day, one step at a time.

[00:32:26] Before you know it, you have climbed that staircase. So, I'm just taking each day at a time, giving my very best. We'll figure it out, right? Do you guys implement interesting systems at home to support what it is that you do? Because I know like entrepreneurial couplers, people that have the 9 to 5 job, which there's no disrespect, by the way, we need those people that love what they do.

[00:32:48] It's a different dynamic. So what do you guys do at home that's probably different than what most other people do? We often think about who's going to pick up, I'll do the bedtime for my son Hudson. I do the bath. I give him the bath and I tuck him in and put him to bed. My husband makes his lunch and sometimes gets him up in the morning.

[00:33:08] I bring him to school. We got into this rhythm that works really well for us and I feel like everybody can figure out what their own rhythm is, but we're really, really great team. We also share with each other. The other day my husband wrote me and said, he just sent me a quick text because he wasn't here at the time and he said, today I'm at 30%.

[00:33:30] It's a tough day for me. And so then I'm like, okay, I have to be at the 70%. I love that. Just sharing where we're at. There will be days when I'm 10 percent that day. It's been a tough day. I just don't have the energy or the resilience that day, but he'll kind of pick up the slack for me, right? So I think we communicate really well on where we're at and just make sure that we support the other and kind of lift each other up as well.

[00:33:58] This is like a battery percentage kind of thing, right? My battery's at 30%. Did you guys have a conversation beforehand to know that when he messages you this, you're like, Oh, I get it. Do you know now what you have to do to support them. Yeah. A hundred percent. So what happens if you're like, I'm also at a 30 percent or I'm at a 10 percent honey.

[00:34:18] Well, now what do you do? Then you just figure it out. You rely on your faith. You're like, okay, we got this. We're going to figure it out. And I'm not going to lie. There are days like that where I'm like. God, I need you. We're both at 10 percent today. So I need you to show up and I'm just surrender it all.

[00:34:37] That's it. Give it your best, you know. I love the word surrender. What I've learned in the last year is I have a very strong ego. I mean, my ego is so strong that I can't even do any sort of plant medicine because the moment that my brain acknowledges that I'm no longer in control, it panics and freaks out.

[00:34:54] Yeah. Yeah. So. My ego is so strong, the term surrender is actually quite difficult for me. My friend Jackie invited me to this retreat in Mexico, in Tulum. It was like a very cliched retreat with like sound baths and all this stuff. And I'm like, you know what, Jackie, if this was like a week doing CrossFit and hiking mountains, sign me up.

[00:35:14] And I go, Oh, wait a second. I am denying this invite because it's the work I need to do. Because I have to sit in my pain and my trauma in the stillness and the quietness of my thoughts. I can't be busy avoiding the ideas while I'm, you know, at CrossFit. Yeah. The term surrender is very powerful. I feel like it's actually like the through line of this conversation.

[00:35:39] You almost just like surrendered to everything that was brought to you. You're like, yep, here we go. We're doing this. You are so right. I mean, that one word is a lot of times what I've done. Just surrender it all and say, okay, there's so many things we can't control. There's a lot out of our control, but you can control how you react and how you show up in that circumstance.

[00:36:06] So, I totally agree. I love what you just said. Jesus take the wheel. Yep. But I feel like the people that I know that surrender the most are the most emotionally mature. They can handle stuff way better. I'm learning, I'm learning the process. I say, ABC, always be curious and personal development isn't a weekend course, it's the lifelong journey.

[00:36:28] I want to come back to the word grit because there are moments. In all of this, where did you feel that your grit served you best in this journey from 7 in your bank account to millions? Oh my goodness. I mean, I would say it was something that showed up every day. I mean, there's some new problem almost every day to face and build when you're an entrepreneur.

[00:36:53] I learned a lot about grit from my dad and my mom. My dad had a farm. We didn't even get into this. I spent a lot of my early childhood on my dad's farm. I would see him working really, really hard. To take care of the farm. It was a small business and it wasn't glamorous. I mean, quite literally, very dirty, you know, cleaning things out of the bar and getting eggs from the chicken, you know, the work was not that glamorous.

[00:37:24] Right. And I learned a lot about grit and hard work from that. And I think it just stuck with me and that could actually be part of what made me an entrepreneur actually. I think of grit, I think of a farmer too. It's funny. You physically have to be able to do the work when you're a farmer. Yeah. I think of like my grit moments.

[00:37:48] I kind of match grit and perseverance in the same bucket. The grit factor is really, people that go that last mile are the ones that are like, they're with conviction, they believe in what it is they're trying to do, whether it's like lose weight, win a CrossFit competition, launch a business, get a book deal.

[00:38:07] And they won't take no for an answer because they believe in it so much and they just keep going. They keep going. Totally. And when I think of no. It's actually in the book. I mean, I've heard many people share quotes that are similar, but I think when someone tells me no, in my mind, I think, okay, it's just not yet.

[00:38:28] The timing is not perfect yet. Maybe this will happen later, right? Maybe there's a better opportunity that will happen later that will be even more impactful. It's definitely a not now. And in the world of PR, when all we do is pitch, there are hardly any no's these days. It's just people don't reply to you.

[00:38:47] But when you do get a no, it's usually indicative of a not now, because our team does a great work at making sure it's the right journalists, this is the stuff they write about or they talk about. So it always just means a not now. And even like people in sales, they're faced with no's all the time. What can you do to get past that?

[00:39:04] But in yourself, like in your mind too, it's like, Oh no, it's like the permission you need to stop. Yeah. You know, I didn't win that CrossFit competition. That's just a reason for me to not do it again. Yeah, I mean, and even, and just try it again, right? I mean, people that are training for the Olympics, you know, marathon runners, you name it, whatever it is, I feel like all of these people have that similar quality, whatever they're building towards or working towards.

[00:39:31] The Grit Factor. I love it. Yeah. It should be a show on like Netflix, like they have a show called The Floor is Lava. We should make it. Yeah, we should. We should start a show called The Grit Factor and it's like, can you actually persevere past seven no's? That would be a really cool story in itself. You know, we meet here on the podcast and we then go create that show together.



[00:39:53] That'd be hilarious if that happened. Okay, so your book comes out March 12th called Boss Beauty and people can go to Barnes Noble, Amazon, where else is it sold? Yeah, so it'll be Barnes Noble and Anthropologie stores in store and then on Amazon. com. So those are the places so far, but you never know. We don't give up.

[00:40:13] So you never know. It might be in other places soon. Like Target? I'm putting that out there into the world right now. I just did. It's like this little butterfly. It's going to show up as a butterfly effect. It's funny because that's actually the other place that was on my vision board. I actually envisioned it there more because it's very colorful, it's eye catchy, and it's got a really cool message inside.

[00:40:36] You know what's so funny? We already have an end cap for Target designed. There you go. We have already designed. A full end cap and display with our book, stationery, cards, all these different products that would be on the end cap. So it's already designed. I'll have to send it to you. So you just have it on hand.

[00:40:58] Let me see it. Well, I think what you need to do after we're done recording is to go find out who the decision maker is at target and send them a little note. I already have them actually, so I'm going to do that. What are you waiting for? Let's go. I'm on it. And you know what? Then maybe we should record a podcast episode together after it's at Target.

[00:41:21] It'll be a follow up. There we go. It's going to happen and it's going to be amazing because you're a boss beauty. Lisa, if people want to go online to find you, where can they go? So you can find us online at Boss Beauties. dot com. And then you can find us on Instagram also as Boss Beauties. And then my personal handle is Lisa Mayer.

[00:41:45] And we'd love to connect. Really, Renee, we're building this global movement and community where we're going to be hosting various book parties and events and bringing together. Women in business and moms and teachers, you name it, we're really building this community. So we'd love to keep building that together and reach out.

[00:42:06] We always have internships too and scholarships and different opportunities for women and girls. Oh, cool. I love what you're doing. And I love that it's a total boomerang moment. Where I found you on Discord, you were the NFT lady, and now look what you've done. I love that! I love that story, too. So special.

[00:42:24] And then your team pitched me, and we don't often take cold pitches. We source the guests that we want based on the content we think is important for that time of year. You're like one of very few pitches we've taken in the last few months. But I was like, Hey, I know that person. You're like, I know her.

[00:42:40] Yeah. I was like, of course I know her. I love it. It was like, it was meant to be. Right. It's funny because it's like, I had forgotten about you. Not in like a terrible way. It's just that life gets busy and I just had forgotten about that moment. And then there you were in the inbox. I was like, Oh, Hey, I know Lisa, of Love this conversation.

[00:42:57] Love what you're doing. We are here to support you. Anything that you need from us, let us know. But it's been a pleasure having you on the show. It's been such a pleasure. I loved it. We have to do it again soon. We will. Once you're in Target. Yes. Follow up episode. Amazing.

[00:43:14] So there you have it. Thank you for tuning in to another episode of Into the Wild. We'll To make this girl happy and to help reach other women who are dreaming of starting their business, please leave us a five star review on iTunes and everywhere you listen in. Also, if you want to find me in the wild, check me out on Instagram at Renee underscore Warren.

[00:43:37] That's R E N E E underscore W A R R E N. And leaving you with one of my favorite tips of all time. The best advice you could ever receive is from someone who has successfully done it before you. Until next time ladies, peace out.