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[00:00:16] That doesn't mean that you have to be on stage. And so that's what I mean when I say the word authentic. It's not like a buzzword. I feel like a lot of people try to copy other people's styles, but if it's not you and it makes you feel radically uncomfortable, that will absolutely translate. There's no doubt about it.

[00:00:36] 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.

[00:01:03] 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.

[00:01:21] So are you ready to level up? Welcome to into the wild. Hey, you wild women. My next guest is a leadership expert and the CEO of Rainmaker Residency. She empowers CEOs and marketing leaders through her programs. Leveraging over 15 years of experience across various marketing roles, including working with Tony Robbins and Dean Graziosi, and as chief of staff at Boss Babe, she's dedicated to enhancing leadership and team dynamics, drawing from her rich career to guide marketing professionals.

[00:01:54] Beyond her professional pursuits, Veronica hosts podcast. In this episode, Veronica and I talk about all things the path that led her to a marketing career. What exactly is a Rainmaker and her Rainmaker's Residency? The most common struggles that entrepreneurs face when trying to have a revenue breakthrough.

[00:02:16] And we go deep on her method called the Visionary KPI. Please welcome the incredible The talented Veronica Romney. Oh man, I just feel like you just announced me like I'm Usher at the Halftime Show. Should I start

singing and dancing? Usually I say, like, you're a contestant on The Price Is Right. Now, are you going to take your shirt off?

[00:02:37] Because I don't know. No, my husband would not like that one very much. I don't know. Those are women anyway. It might help with my subscribers. Yeah. I discovered you somehow online. I think it was like a suggested account I needed to follow, then I subscribed to your newsletter. Killer content. Thank you.

[00:02:58] And then you kind of resurfaced because of my friend Heather Chauvin mentioned you. Maybe I went through, that's what I did. I think I put myself in the pot for being a service provider in your. Rolodex is the way I like to describe it. And then Heather's like, I saw you in there. I think that's what happened.

[00:03:17] Heather, just if nobody knows who she is, she's wildly talented, also podcaster, also fantastic human being. She was a graduated member of the Rainmaker Residency Plus, and she's now one of my dearest friends. We literally vox probably every other day on average. Wow. That's amazing. She's pretty, I say cute, and I know she doesn't like this, because I'm six feet tall.

[00:03:40] Oh no, yeah, she's tiny but mighty. Oh my god, she's mighty. She was like my go to, how I discovered her years ago was her podcast. What I loved about it, she was the only one that wasn't like a PhD doctor in child psychology, and she was like, Real, raw, here's her crap I went through and she was years ahead in terms of the age of her children.

[00:04:01] I was like, this is what I need. She's an old soul. She's awesome. Heather Chauvet, guys, go check her out. To you and I today, we're going to talk about your magic. You've created something so unique in this world. So tell us a little bit about what you do. It is unique. I'm Heather Chauvet. If you follow me on social media, or just, I don't know, I guess see me, a lot of people won't even know my first name, but they'll know me for Rainmaker.

[00:04:24] The word Rainmaker, or the rust color red. My friends have told me that they were in like a meeting with Kajabi, or the meeting here, and they're like, yeah, somebody brought up the Rainmaker girl. I'm like, oh, I think I've made it. Everything to do with Rainmaker, when I say Rainmaker, it means marketing leader, leadership in marketing.

[00:04:41] Like, a marketer's job is to bring a product to the marketplace for consumption and purchase. And quite frankly, most of my clients are stuck

being both the CEO And the CMO of their own business, which is not my recommendation, nor any other book's recommendation as you try to scale your organization.

[00:04:59] What I noticed in my, like, chief of staff capacity, which is a former life, and my integrator capacity, former life, is that these brilliant, scaling online business owners, they're so good at, like, relinquishing and letting go of customer service and admin and bookkeeping. But the thing that keeps coming back and, like, literally boomeranging them in the face, Is all things to do with money and revenue generation and marketing because number one, they're mostly the personal brand.

[00:05:27] They are the spokesperson for the company. They're the visionary that everybody gets to see and having somebody execute your marketing for you is so daunting. Talk about like huge shoes to fill. And so like when I would be trying to help my private clients or any of the companies I used to work for, yeah, We couldn't find these people.

[00:05:45] We couldn't find these Rainmakers, these unicorns that could come in and make millions for them and not have a desire to do it for themselves. And now I'm a 15 year marketing leader and Rainmaker myself, like I'm an OG. So like, I know that there are incredible human beings out there that are wanting to Work for organizations where they are aligned in their mission and their vision, and they don't have the desire to put all the pressure on their shoulders to be the entrepreneur.

[00:06:08] It's really hard. And so I just by, you know, all the things coming at the same time, like just how the magic of the world works in the universe. I basically put together a very special program that helps CEOs not be their own CMOs at the same time, simultaneously helping marketers become rainmakers so they can fulfill that seat.

[00:06:30] So there's like, it's a two sided marketplace in a way. It's the hardest thing I could have made because most programs, truthfully, that's real talk. Programs are centered around one person, one hero of the narrative, so they're all for the CEO, or they're all for this, or it's a one person program. Did I do that?

[00:06:47] No. I decided to do something radically difficult, which is the relationship dynamic. I mean, like, even marriage therapists know this is the hardest form of therapy when you have two people in a room. And I decided to do that because I knew in order for a marketer to be a successful Rainmaker,

they would have to learn how to replace their boss and get over imposter syndrome and get over like, I'm literally taking something from someone else, which is them.

[00:07:13] And I also had to show the CEO to like let go in a way that was super efficient and not just dumping and running or accidentally sabotaging their number one hire. So like I knew that I couldn't fulfill my promise if I didn't work on both of them in different ways. So yes, I made a two person program.

[00:07:31] Holy crap. And you're still doing that now? Yeah, it's been two years and running. Weehee! I know. Yay! I did it! Yay! Well, I mean, it's not unheard of to have multiple markets, essentially. And so who are the people that go into both? So you have the CEO and the CMO? Yeah, basically. So I have their, we call them duos, but it's the online business owner.

[00:07:53] And their marketing Rainmaker that are coming into the program and there's certain parts of the experience that is exclusive for just the CEO on exclusive just for that beautiful Rainmaker. And then there's very intentional pieces where it's like togetherness. And working things together. So, are the CMOs already in the organization?

[00:08:12] Or do you help recruit them? Great question. So, 80 percent have somebody on staff or know somebody in their lives who would be a phenomenal Rainmaker. So, they're usually bringing somebody with them to the party. 20 percent do not. They're my orphaned CEOs. They want a Rainmaker. There's nobody in the organization.

[00:08:32] There's nobody they know in their life that they think would be a great fit. And so yes, complimentary, by the way, we will actually matchmake CEOs. With perspective brain makers and we have 90 days to do it. If not, they can walk away. Okay. I think that's when I plugged in. I don't remember what I did. I plugged in.

[00:08:50] What, a year and a bit ago maybe? Maybe the job fair when I was matchmaking. Yeah. Yeah, that's when I was matchmaking. You're not doing that anymore? We've done it two or three times, and it's not that it's not successful, it's just a lot of people wanted to be match made without also doing the hard work of making the relationship work past the matchmaking first date, and I'm not interested in being a recruiter, I'm interested in leadership development.

[00:09:13] So you cut it out? I did. What a cool idea though. Thank you. That's one of the ideas. But like bring it back to maybe like a couple of things to focus on, which is funny because that's what you tell your people to do as well. So tell us a little bit more about that, like what goes into those programs. I have other questions, but I find this so unique in an approach.

[00:09:34] I don't really see this and maybe it exists somewhere else. Okay. So let's just level set. You couldn't find two people in an organization that are any busier than one, the owner of the company who has a list the size of Santa Claus's list, right? But also the marketers list because marketers, I mean, there's endless lead magnet ideas that you can explore.

[00:09:54] There's endless launches that you could do. Like there's endless things that you could possibly do to generate revenue for an organization. So these two individuals are some of the busiest human beings on the planet. With that said, they are often so busy, but so neglectful of what I would argue is like their number one responsibility.

[00:10:15] And so when it comes to my CEOs, I'm like unapologetic about them prioritizing their visionary KPI above all else. And when it comes to my Rainmakers, I'm also extremely unapologetic about what they are the master of versus what they are not, which is they are responsible for the prospect, not the customer or the company.

[00:10:37] Their job is to convert zero to 1 and not be spread across the entire company doing all things for all people. So I am very clear on like their number one responsibility and if you can't have clarity behind that, then it's very difficult for you to like go to work every day and feel like you're nailing it.

[00:10:55] Yeah, that makes it sound like it's much easier job. Well, it helps you know what's the greatest priority. So even when the list is long, you know that if I do this thing, I should feel good about my day and it also directly impacts gross revenue. Our team here has a min, most important number that we report on every Monday, and it's one, it can't be 10, it's one number.

[00:11:19] What is like the one thing that if I told you that's the only thing you're supposed to do with me or for me, that you do? And we have that min, and it is so hard to choose that min, but let me tell you, it's the thing that brings you to the destination. And nothing else matters, really. It's like the busy work.

[00:11:36] I love that. Actually, I'm really happy for you. That's actually fantastic. Most companies don't do that. But here's what I realized as of late, is

my MIN is not the number that I should be focusing on. Oh, interesting. Yeah, because I thought about like all the busy work that is required of me to fulfill that number.

[00:11:53] That's what I did. I hired for it. I outsourced it. So now I have a new MIN. And as a CEO of a company, tell us, what should that most important number be? Okay, I'm going to talk about it. If you go to my social media, I'll talk about it, regardless of when this podcast drops. I also teach about it, but let's talk about the visionary KPI specifically.

[00:12:12] So this is in regards to my beautiful online CEOs. This is your KPI. Now, it's also really important that I define what the heck I'm talking about. So a KPI, if you've never heard that before, if you're not coming from like corporate America, is just key performance indicator. First mistake that most people make is they just have that they just have a KPI, but the truth is a KPI is only important if it measures a strategy, it's only important that you have a strategy if you know what the goal is.

[00:12:40] So like most job descriptions will have KPIs at the bottom, but what is completely absent in a job description for everyone is what are the goals or the outcomes that this role should perform. What are strategies that I have to achieve those things? And then, and only then, do the KPIs measure the effectiveness of the strategies in achieving that outcome.

[00:13:02] That's it. So let me just explain that really quick. With that said, one of the greatest functions and roles that a CEO will have for their organization is to be the company spokesperson for the organization. You'll still see this in publicly traded companies like Tesla. It's not just unique to these personal brands or online influencers or online personalities.

[00:13:25] This is actually a universal truth that every organization has a designated spokesperson for its mission and vision. for listening. When you are an online personality, guess what? It's you. You're the Chihuahua from Taco Bell. You're Flo from Progressive. You're that person, and your greatest contribution is to perform that function endlessly.

[00:13:49] Like, there's never a point where you can do it too much, there's only too little. And too little means that you're stuck in the weeds of your business, and you're inside the business, not outside the business, communicating and sharing the mission and vision of your organization and your company, because guess what, you made it, you're the founder, you birthed it, go tell everybody about your baby.

[00:14:10] So that's what visionaries have to do, number one rule. Now, strategies will differ from you, from Heather, from me, from like, how one does it can be different, right? Your strategy be like, I'm going all in on blogging, I'm going all in on social media, I'm going all in on whatever, right? Like the strategy can be unique to you as the style of messenger that is most authentic to you.

[00:14:33] But your KPI is measuring how successful that strategy is in achieving that outcome. So when I say visionary KPI, it means the number of times that you communicate the mission and vision of your company on a weekly basis that you put on your scorecard and you track it. And we can see across all of the clients I've ever worked with, across all of my Remaker Residency Plus members, you can see a direct correlation that when the visionary KPI is decreasing for weeks where it's zero, you can see a direct correlation in gross revenue also trending in the same direction the visionary KPI is.

[00:15:09] Whoa. So like, when I'm teaching my CEOs, hey, You're the spokesperson, pick a strategy that is most authentic to you and your messenger style because some people love being on stage, some people like that's terrifying, don't do that. But either way, you have to measure the number of times that you're doing that strategy to achieve that outcome and you will see the results of that.

[00:15:31] What gets in the way of any of that is the fact that you can't produce your own show. Yeah. You can't. If I'm singing on stage, if I'm speaking on a webinar, if I'm doing a live, these things don't happen if I'm also responsible to not only be the star of the show, but also to produce myself. It's actually.

[00:15:50] Radically impossible. Objectively speaking, you can't see yourself in third person. You just can't. This is where team is so important because your team is the one that's going to be responsible to not only pitch you, promote you, produce you, and protect you. There are three or four critical elements that having key team members and key positions protect your visionary KPI because at the end of the day, in the most simplistic way that I can explain it, you cannot produce your own star.

[00:16:18] Okay, two things, totally going to plug my husband's book, Buy Back Your Time. One thing he talks about is the first chapter, I actually have this book next to me, I keep looking at it, it's outsourced. It's to delegate and the thing to delegate. Is to hire an assistant, we talk about like assistants, we think of it just like the nitty gritty, but the capacity of assistant can go as far as

sourcing investment properties and go as far as actually maybe doing some bookkeeping for you.

[00:16:45] It depends on the size of your business, but that is so true. And you actually just summarized kind of the direction of my husband's company because he went from being like the SaaS coach of the world, and then he launched Elite Entrepreneur after his book was successful. And now his primary goal is vlogging.

[00:17:04] But that's the strategy that he's choosing to achieve his visionary spokesperson role. And I wanted to ask you about that. My question was, how do you decide on the strategy and then you answered it by saying the authentic to your messenger style? Yeah. How do people find that? How do they focus on the one thing for long enough to know if it's going to work?

[00:17:23] Let me preface this by saying, when I work with my clients, most of my clients, they're right on the cusp of seven figures or they're already past it. When I kind of enter this scene, they've already picked the most authentic platform because it's what's working, right? So like, Vanessa Lau is phenomenal at vlogging on YouTube, Jordan Page is the Instagram queen, or Kathy Hiller is like the podcast, right?

[00:17:43] So like, Most of my people already have a sense of this is my authentic microphone. Like for me, I know stages is like my favorite place in the whole wide world. Give me a dress and Spanx and I'm like on fire. But when we're in the six figure range, when you're what I call like the startup stage of a business versus the scale up stage of a business, when you're in that startup container, that startup period of your history, Everything's kind of on the table for validation, your message is on the table for validation, your offers on the table for validation, your microphone is also on the table for validation.

[00:18:16] So the question that you're asking me is because they don't know yet, they haven't discovered it and so it's kind of back to like internship 101. It's like you kind of have to try all the flavors of the ice cream to see which one is best for you. But just because Vanessa is really good at vlogging and it's working for her or it has worked for her.

[00:18:33] That doesn't mean that should be yours. Just because Veronica likes to be on stage, that doesn't mean that you have to be on stage. And so that's what I mean when I say the word authentic. It's not like a buzzword. I feel like a lot of people try to copy other people's styles because we try to like emulate or model after success.

[00:18:49] But if it's not you and it makes you feel radically uncomfortable, that will absolutely translate. There's no doubt about it. And so, like, for me, personally, in my own story, I just kind of had to try everything before I found my thing. You can also ask your friends and your peers, because, like, your loved ones are going to know.

[00:19:08] They're going to tell you where they see you the most lit up, the most fired up. Sometimes if you can't even see it for yourself, because, again, it's very difficult to objectively see yourself, your most loved companions. We'll tell you where they see you lit up the most. So that's also just like a little tip.

[00:19:30] 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 podcasts or Spotify, our show remains entirely ad free thanks to your support through social ratings and reviews.

[00:19:54] This enables us to attract more remarkable individuals like you, entrepreneurs, and go getters, as well as to elevate the caliber of our guests. Your feedback truly brightens our day, so if you're inclined, we'd greatly appreciate your rating and review. After you've left your review, snap a screenshot and share it with your audience, tagging me, Renee underscore Warren.

[00:20:18] It means the world to us, and we'll be sure to share it with our followers too. If you haven't already, please take a moment to leave us a rating and review. And now let's get back to the show. A lot of the questions that I get asked, because I help people build the authority to be able to put themselves out there, get themselves to be on shows and whatnot.

[00:20:37] They're like, where do I show up? And I think what you're saying is go to the place that provides more ease and flow. This is where you'll get wooley, but like, you feel it in your body. Like, I don't know how to describe it. Now I'm formally trained to be on stage, but like, even before I had any type of formal training at all, I just could feel it.

[00:20:56] I'd get up and then as soon as I finished, I was like, I want to do it again. Like it was weird. I'm like, this is like my drug and I don't even do drugs. It was very addicting for me and no one had to tell me that. So there is something very pure. If you've read the book. The Big Leap by Gay Hendricks, which is one of my faves.

[00:21:11] So he talks about it like when you're in your zone of genius or like when you're in that peak state, it's like Einstein time, like things just fly. Like how did 45 minutes just go by? How did it in an hour? You defy the laws of science. I can't explain it. Well, it's like anybody that has a passion. If you play drums, the guitar, you're like ice skating.

[00:21:27] It's like when you're doing the thing you love to do. Time just collapses. You're in it. Maybe, with all due respect, being on stage is probably the worst example to tell the audience because I feel like that is the hardest thing to do. For you. Exactly. But hear me out. Most people are terrified of getting on the stage.

[00:21:45] And I know that if you can achieve getting on stage to some level, it generally makes everything else a lot easier. And it's awesome that you have that gift of the gab and you go on stage and you know what you're talking about. Most people don't have that. Yeah, and that's what I'm saying. Don't do it. If public speaking is terrifying, I wouldn't suggest that as your strategy.

[00:22:04] Why would you set yourself up for failure? But if you being in the comfort of your home on your device is way more comfortable for you, do it. I know people who are horrible doing live webinars. I mean, terrible. It's uncomfortable to watch them, but they can actually perform the webinar to no one. And they crush it.

[00:22:24] And they're also wildly successful. That's what I'm saying. Like, you don't have to just do what everybody else is doing. There are multiple ways for you to have a very successful strategy to achieve your spokesperson role and responsibility. There's a lot of work that has to happen, though, to get to that point.

[00:22:40] Because nowadays we're looking at like getting on a stage or maybe even showing up to podcasts. I can't tell you how many times I've spoken to somebody like you and we've had a really great conversation. Then as soon as I press record, their entire demeanor changes, maybe get very shy and different. So there's a lot of inner work that has to happen.

[00:22:59] There's no denying a little bit of that. Yeah. They're really good at stages. I was having this conversation with somebody early on in my marketing career back in like when I actually worked in like a corporate setting, very much in like the early entrepreneurial days, I had such a proving energy. I didn't have the words to say that then.

[00:23:17] You would say things like imposter syndrome. You would say things like, Oh, like who am I to do this? Like it would be articulated in a different way. But now I wanted to prove myself. Gosh, there was such a desire for validation to have others stamp me on approval, but also to stamp myself on approval.

[00:23:34] It's wild. And it's really hard. I'm not negating that. When you're on the other side of that, it's not a proving energy to me that I feel when I get like the anxiousness or the butterflies or whatever. It's a performance energy. Like now people think that the movie is going to be great. It's like Tom Cruise coming back and doing like Top gun again.

[00:23:52] You're like, well, that's my expectations. 30 years later. It's that it's like now that people know that I've been on stages now that people know that I'm whoever people think that I am. Now the pressure, the energy is to like live up to the hype of the performance. It's different. So what I'm saying is whether you're starting or you're already in like a scale up validation mode, you're always going to have nerves.

[00:24:15] You're always going to have butterflies. You're always going to have an anxiousness about yourself in the pursuit of more. It's just a different frequency of energy. One is proving and one is performance, but it's always there. I used to think that that was bad, I no longer think that, I actually think everything that I experience is for my good and those currents that go through my body is because at the end of the day I just want to serve and love and like be the best that I can be so I live life without regrets, all of those things are true and so like those things actually push me to be better and seek improvement so I don't want to actually be disrespectful to that push and that inclination because it actually has served me my whole life.

[00:24:56] Where do you see the shift happen at the cusp of proving to performance? Real talk, it's when the bank account.

[00:25:06] Let's be real real here. It's absolutely when your P& L, I will tell you the moment of former life based on an agency and if anybody's ever been a service provider or agency owner, it is like the worst because it's feast or famine. I love it, but it's the worst. It is. Oh my gosh, it's so hard and I would have anxiety even opening up my QuickBooks.

[00:25:29] I just didn't want to see it. And now I have zero issue opening up my QuickBooks and I'm not saying that in any kind of boastful or flex. I'm just saying like, if we're talking about a real tangible moment when I felt like I went

from proving to performance, it was that when like, I wasn't operating from a place of like scarcity, literally financially to more of a place of like, okay, there's three months, six months of good business savings.

[00:25:54] I'm paying my taxes every quarter. Like, here we go. Okay. I can't ignore that or I'm not going to pretend like that's not true. It's very true. Yeah. And I think another example that kind of matches that too, especially if you're looking at agencies or service providers is when they start hitting home runs for their clients, like web designers, when they start just creating the most beautiful epic designs or public relations professionals, when they start landing those.

[00:26:18] Big media ops for their client. That's when it's like, okay, so you're still proving yourself, but you've proven your capability and your expertise. And you would hope that the revenue matches these big wins. I'll add to that just a little bit because again, by the nature of the people that I play with and work with, there will come a point, you guys, where you might even have all of the external accolades.

[00:26:41] Like, you're the top 100 podcast or you've been mentioned in Forbes. There will come a point that credibility and authority, like you have those embols on your website, on your sales pages and things like that, but if your bank account looks gross, feels gross, in spite of the fact that you have all that external proof, there's a different feeling that comes up, which is, I'm a fraud, I'm a lie, if people only knew, I have a hoarder's house, oh my gosh, I'm Most of my seven figure business owners, that's usually when I get the bat signal, which is like, I did it.

[00:27:17] I did the hard thing. I have the visibility. I have the exposure. I have the credibility. I did it. Oh, my gosh, it was so hard, but I did it. Why is the revenue not as reflective as that? Why does it feel chaotic and messy? I thought when I got to 1, 5, 8 million, it wouldn't feel as chaotic as it did when I had six figures.

[00:27:37] That's a different conversation. I only share that with you not to demoralize anybody or discourage anybody. I'm sharing that because if you can master yourself at the beginning, and have the discipline at the beginning, you are already spades ahead of the people that you're trying to become. I agree.

[00:27:54] And here's what I know is the more you look at your bank account, generally the more it grows because you're paying attention to it. And I know in my business, there's been historically weeks that I'm like, I'm not looking at it. I know it's bad. I know I have to pay off my credit card. I'm not looking at it.

[00:28:09] And then all of a sudden you get the flow of business. And then you're like, woohoo, in the black 60 percent profit margin and then three months later in the red. What? Whiplash. And in those moments of black, you're like, I'm the best. Everyone loves me. I'm so good at what I do. And then you're like in the red, you're like, crap, what did I do wrong?

[00:28:28] Why didn't I see this? So this leads perfectly into my next question is what is the most common struggle entrepreneurs face when trying to have a revenue breakthrough? That's a really good question. So I help a lot of people in different ways. I have group programs, which is if that's a great fit for you.

[00:28:43] I'll let you know. It's not for most, but I also do one on one services where I can come in, in a private kind of like behind the scenes capacity. Really like you don't have to share me kind of the one thing that, so this just happened this week. Oh my gosh. I'm a little nervous. Cause I'm like, I just, again, I just love her so much and I want this to come out pure.

[00:29:00] I have one of my private clients and she's a gift and she has a huge heart and she has had a very successful business. But the business didn't feel authentic to her. So she's trying to like pivot in 2024 and kind of like do this new offer, this new structure, this new way of serving and showing up. And ironically, most of my clients that I help do this, they do this for their clients.

[00:29:25] So that's the irony in the situation. Like I'm doing VIP intensives with people who do VIP intensives. I'm doing consultative with people who do consultative. So like I'm doing the work that other people are doing for their people, right? And so she's in that predicament where she's a phenomenal facilitator, moderator, curator of these beautiful groups of women and does a phenomenal job.

[00:29:43] I've said that enough, right? But in our private conversations, she is mean to herself, mean. And if we're talking specifically about like female business owners, because I'm not going to try to stereotype our entire gender. However, what I have noticed in working with our male entrepreneurs versus our female entrepreneurs is that female entrepreneurs are gifted at tearing ourselves apart.

[00:30:10] Oh, yeah, we're good. It is insane. So an example is like One of the things I do with her is I'll audit stuff, so she'll submit, you know, assets or things for me to audit so I can give her my perspective because you can't see yourself, right? And so she came to me, she's like, I just did this thing, webinar, roundtable, whatever you want to call it.

[00:30:26] I just did this thing, this live thing with the hopes of upselling people into my program and I ruined the landing. It was terrible. I was horrible. I was like, here, watch this. And so she sends me the link. So I'm like bracing myself for impact. I'm like, all right, I got my notepad. I'm like ready to go. So I'm watching it.

[00:30:42] I'm waiting for the car wreck. I'm waiting and I'm waiting and waiting. It never came. We got to the end of the video and I'm like, did I miss it? And so I'm like, watch the last 15 minutes again. So I went to her and I was like, Hey, where was the car wreck? I didn't see it. She's like, what do you mean? It was right there.

[00:30:56] I'm like, no, I say that because And this is really important. I want people to listen to this. Not only as an entrepreneur, are we the most gifted at like very proactive self criticism. I mean, not constructive feedback. I'm talking like criticism. Also the people that we're trying to sell to. So let's say you're not just a female entrepreneur, but you have a female prospect base, like a prospective customer base.

[00:31:20] Women are so good at disqualifying ourselves. So we'll disqualify ourselves from being the perfect fit for your offer, and we'll disqualify ourselves as being a provider and helping people come to that offer. It's unbelievable how much Most of what I do, yes, I'm a marketer, but I also have to hold space for mindset mastery because that's just something that like, it doesn't matter.

[00:31:45] I could serve you an eight figure launch strategy on a platinum platter. But if you look at it with this shade of negativity at all times, because of how you see yourself, it doesn't even matter. I know I actually had to work with my spiritual therapist in order to understand why this happens. It's like when you're coming close to crossing that finish line.

[00:32:13] And you're beating the people you never expected to beat, you will slow down and pull yourself back because you don't feel you deserve that win. And so, man, the stuff we uncovered that had nothing to do with business and everything to do with how I thought about myself. And see, some things in life seemingly came easy to me, so I didn't feel like I deserved it.

[00:32:31] And I always look back on it as like, that was not easy. Like I had my boys, they're 11 months apart, the same year I launched my last agency. What is that called? Irish twins? Yeah. Nine months? They're Irish twins. When I look back at that, I'm like, that was not easy. But like, because we're on the other side of it, we're like, anybody could do that.

[00:32:50] No, I don't recommend that to anybody. No, because you black out, you don't remember. You know, I just honestly would have to be hypnotized to remember those days. I remember moments in two years, but not Survival instincts kick in and you just forget. I am so thankful that I forget those days. That's really funny.

[00:33:07] But what came of it also was that we had no choice to parent these beautifully healthy kids and grow our businesses. But what came of it was How we structured our family life after that, we applied all these business like philosophies to our family life, which allowed us to kind of come back together and regroup.

[00:33:25] The first thing we did was start delegating. Most people don't do that in their house. I do in my house and it's a game changer for sure. And it seemed like it was a pretentious thing. So now I'm butting up against the, Oh no, I should be the one doing this. Who are we to have a house manager and like food made for us.

[00:33:41] But then it's like, what women really need to, and I say this particular to women. The message is that the more capacity you have in your day to do the thing you're good at, the more service you'll be to other people. And that's really what we want to achieve, is to be of service to others. And we can't do that if we're washing the dishes, doing the laundry, running funnels, creating ads, writing our copy.

[00:34:05] Paying our bills. Right? I'm like sitting here as a student to your church like yes and amen. It's funny because like this is what was so weird about my own like kind of internal discovery process because everybody does it differently. Some people have a conversation with God. Some people go to an advisor.

[00:34:21] Some people have therapists. I for anything that works for you. I'm a big fan right now, presently, of IFS therapy, which is internal family systems. So you're just having a conversation with your own parts, like me versus me. That has been a game changer for me in the last year and a half. But it's weird because when I went through this process, like, I grew up with a working mother.

[00:34:40] My parents are Cuban immigrants. Like, there was no option for both of them not to work. They did HVAC, right? Yeah, HVAC. And so like they're entrepreneurs, they start an air conditioning company and they both

worked a lot and I mean a lot and so like, I don't know why I was so hard on myself considering that I grew up with a working mother.

[00:35:00] But like I can't even describe how much guilt I felt being a working mother at all times like where the hell does this come from? My mom didn't model this. So it's wild how much we as women subscribe to whatever being a good woman, a good mother, a good worker, a good anything, insert anything is.

[00:35:19] Deconstructing those belief systems is painful. But on the other side is what you and I are now experiencing now. We're like, just because somebody helps me in my home, it doesn't make me any less of a woman who is a superwoman who can do the impossible. Thank you very much. Just because I have help doesn't mean that I'm any less capable of saving the world.

[00:35:39] That's really interesting to me. Yeah, see, yesterday, I got to bake banana bread loaves, multiple of them, for my son's bake sale today. I wanted to do that. I wanted to. And I was able to do that because we have help in the business, at the home. Last night, Dan turned to me in bed and he's like, babe, I love you so much.

[00:35:59] Thank you for being there to help us co create this life that we have. That's sweet. Guess what the first reaction was? Uh oh. Mm hmm. What did I do? What was my part in this? Interesting. I never felt, and like, we live a great life, we're doing amazing things. But the first instinctive reaction was, well, what did I do to participate in this?

[00:36:22] Yeah, we disqualify ourselves. I'm telling you, we are so good at it. We're so good. If only we were as good. Being on stages and vlogging and whatever, as good as we are at disqualifying ourselves from our own achievements. It's unbelievable. Ask any father if he's a great father. I know. And you'd think he's the best one in the world.

[00:36:41] I know. Ask any mother if she's a great mother and she says all the things where she fails. On a daily. We got to stop this conversation, but I want to just plant that seed on where we are experiencing these moments in our life where we don't actually give us the credit that we deserve. Amen. Let's just go there.

[00:36:59] So on that note, last question for you, when I ask you what it means to be a wild woman, what is that to you? Other than being naked. No, just kidding. That's how my story goes. It's the loopback. It's like how the great

comedians start with a joke and end with the same reference to the joke. We are comedians.

[00:37:16] Yeah. I think for me, wild is in some ways symbolically naked and afraid. It's looking at your P& L is probably the most vulnerable you can be as an entrepreneur, sharing your P& L with anybody else is also the most naked you can feel sometimes, right? So like, to be wild is to be just doing things scared regardless.

[00:37:35] I would be lying if I said there wasn't moments where I'm always terrified. I'm always terrified of What if it blows up? And then would that compromise my beautiful life in the oak trees in North Carolina? What if it all falls apart? Fears are fears. Like, they are what they are. But I do the thing in spite of them.

[00:37:53] And I think that's the part where like, I will never have regrets if that's how I live my life. That's how I genuinely see it. If all else fails, you can just take your top off and start a normal fan's account. I should call you up, should be a stage performer. What a podcast, this has been so much fun.

[00:38:11] Okay, so Veronica, if people want to go find you online, where can they go? Everything is just VeronicaRomney.com or on social media it's just VRomney. Love it. Well, thank you so much for joining us today. So there you have it. Thank you for tuning in to another episode of into the wild to make this girl happy and to help reach other women who are dreaming of starting their business.

[00:38:35] 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. 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.

[00:39:01] Until next time, ladies, peace out.