

[00:00:00] I realized this is the community, this sense of belonging, the sense of the trust of feeling seen, of being heard, is what we all need in our business and most of us don't put in the effort to go out and cultivate. These little posses, these little circles of friends, and we don't nurture them.

[00:00:24] 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.

[00:00:46] and turning you into a wildly confident and successful leader. 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.

[00:01:04] Because I know the best advice comes from someone who has successfully done it before. So, are you ready to level up? Welcome to Into the Wild. Hey, you wild women. I just got back from the most exhilarating, uplifting, inspiring, motivating, I'll call it a weekend, with some new friends that I met online. And it really got me thinking about the importance of these circles in business and how you really can't grow as an entrepreneur, even in parenting, even in health journeys.

[00:01:40] Without people around you whom I call my cheerleaders to get me to the next level, here's what happened and how I met these wonderful women, mana, but particularly Kellen, Kinsey and Stephanie. I got a message on Instagram a year ago about a woman who wanted to hire me or was considering hiring a publicist or someone in PR to help her get on podcasts in the media.

[00:02:04] When I gave her the proposal, she came back and she's like, you know, I have another idea and I hope this isn't weird, but would you be open to teaching myself and two of my other friends the basic tactics on how to do PR for ourselves? Now keep in mind, this was only when I decided to come back into the industry because I've only been in the industry now for just over a year again, although I have 12 years of experience.

[00:02:29] And I asked her what that looks like. And she said, listen, we thought we'd fly you to Florida and we'd spend two days together and you would help us with PR and promotions of our business. I thought about it, asked my husband, said, how much should I charge for this? We came up with some sort of idea and I said, sure, absolutely.

[00:02:47] So then she introduced me, we had a zoom session and I got to meet the other three women. If you know anything about what it feels like to have the instant connection with somebody, even if it's just online, I felt so included. And in love with these women that actually going to Florida, the idea in my mind was that I'm not just going there for business, more importantly, I'm going there to make new friends.

[00:03:13] And so we go to Florida, go to Stephanie's condo down there, beautiful place. And we jammed for two days and instantly, I remember the moment I showed up, I was a little bit nervous because I don't know these women. And Kinsey opens the door and as soon as I see her and she smiles, I just know that we're going to be great friends.

[00:03:31] You know, Spidey's senses and intuition was so strong with these women. So we're there. We're jamming. And while I'm there, they're also inspiring me and giving me advice. So get on the plane, come home. We stay in touch. I follow them throughout kind of their journey over the past year to find out that they're in a lot of similar circles.

[00:03:49] Now how they met was they were in a program that was predominantly male oriented in the sense that there was mostly men in this program and the three of them bonded because they're women and they were supporting each other. Anyway, we're chatting, we're like, sharing advice, we're on each other's podcasts, we're supporting each other, Stephanie's having an event, she asked me to speak and she wants to get on the stage, he's got big speaker fees, so we're figuring out how we can support her and not having to pay the big speaker fees, because this is what friends do, your inner circle business friends do.

[00:04:21] So Callen calls me up one day and she said, I wanna come out to the mountains. I wanna spend time with you. Let's wrangle the crew and let's do this. I said, sure, with no agenda, just come out here. We'll hang out. We'll do a little mastermind in the mornings for two days, and we'll ski in the afternoon.

[00:04:36] Well, then I wanted to invite another one of my friends mania out as well. We get to the mountain, and I crate this group called the Mountaintop Mastermind. Just some random thing. This was not by design, it just all happened. There was no agenda. There was a couple ski lessons that were scheduled and some ideas about what the day would look like, but nothing was written down.

[00:04:57] So we get up there, we open up our laptops, we're like, hey guys, what are these next few days going to look like? They said, Renee, let's match your mind in the morning and we'll ski in the afternoon. Perfect. What are we masterminding about? So we all kind of chimed in and said, I'm really strong on this. So when I do a little session here, or here's the thing that I'm having a problem with in my business.

[00:05:14] Can you help me understand this? Also knowing that these women have different levels of expertise on different areas. So Kinsey is really good at offers and webinars. Callen's really good at automation. Mania is really good at creating systems. Stephanie is really good at creating events and fostering new communities and really putting herself out there and growing her brick and mortar businesses.

[00:05:38] Hey there, fellow podcast enthusiast, if you've ever found inspiration and valuable insights on this podcast, I've got a simple request for you. Help us reach more like minded individuals who can benefit from this content. Take a moment to connect with your fellow podcasters and ask them if they've come across Into the Wild before.

[00:05:58] Even if they have, be sure to recommend this specific episode. By doing this, you'll be sharing the knowledge and wisdom you're gaining right now. And if you're feeling a little extra generous, why not share your learnings on your social media platforms? And don't forget to tag me! Renee underscore Warren to give me a shout out and I'll do the same for you.

[00:06:21] So here's the deal. If you found value in what we do here, join us in spreading the word. Now back to the show. So we mastermind, we provided insight, we're showing each other demos of stuff and how to do things better. And we're sitting there saying, Hey, you know, how do we do this harvest email? How do we write this up?

[00:06:40] And Calvin's in the background writing all of these chat GPT prompts and now we're creating this library. Honest to goodness, this meetup, this mastermind to me was worth way more than 10, 000. 10, 000. And I didn't pay a dime. What I invested in were finding the right women for my community, for what I want and what I need so that I can feel good about myself so that I can complain about whatever it is I wanted to complain and celebrate everything.

[00:07:09] We were sitting at the table together when I looked at my podcast ranking and it was the moment I found out for the first time that this podcast

was in the top 1 percent in the world. We all celebrated together. We all came up with ideas of how I could celebrate or the things I could do or by myself or whatever.

[00:07:27] And as we were leaving this event, we have a text message group and we're now sharing links to recordings and introducing people and writing more chat GPT prompts for each other and having each other on our podcasts. I realized this is the community, this sense of belonging, the sense of. The trust of feeling seen, of being heard, is what we all need in our business.

[00:07:54] And most of us don't put in the effort to go out and cultivate these little posses, these little circles of friends, and we don't nurture them. And I can't tell you any single entrepreneur that doesn't have their inner circle that helps guide them through this. And so whatever stage of business you're in today, whether you're starting out your growth mode, you're reaching the five to 10 million mark per year business, you need to find those people who are your number one cheerleaders are the first to comment on some social media thing that you publish or a blog post.

[00:08:27] They're the ones that are behind the scenes, networking and introducing you to people. They're recommending you to people, or if they see your blind spots, they're the ones that are also calling you out. This advice, I want to say in quotes, is free. These friends are free, but they're not. Because just as much as they're investing in you, you're investing in them.

[00:08:47] And so here's one little thing that I suggest for anybody at any stage in business. If you don't have this community, go out and find it. Let me tell you, it does not have to be in your city. These women live all over the U. S. and Canada, my posse, my inner circle. They're not directly next to me, although that would be amazing.

[00:09:04] And I do have incredible women close to me as well. So go out and create this community. It starts with one or two and don't make it too big. It's got to be like no more than six or seven and nurture that community. Provide feedback, inspiration, make recommendations, referrals, introductions, support each other.

[00:09:22] Because what happens from here. Is when it feels good to be in this group, you will grow together and some will grow faster than others and that's okay. But whenever there's a moment of doubt or whenever crap hits the fan. Or you want to throw in the towel, these are the people that will come and they'll pull you off that ledge and say, Nope, this is what you want to do.

[00:09:42] And we're here to support you and to keep going. The most important thing is these women, this group, this little posse will be there to help you go through those rough stages to be there to celebrate the big wins when they come in and when they know the vision of your business, when they know what it is you're trying to achieve.

[00:10:02] They will be the ones right next to you, holding your hand as you cross the finish line. So today, your homework is to go out, nurture that circle you already have, or start building it. And if you have any questions on how to do this, and who to reach out to, let me know. Make sure to message me on Instagram, Renee underscore Warren.

[00:10:23] 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, 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.

[00:10:46] 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.