

HAVING THE GUTS TO LISTEN TO YOUR INTUITION WITH JENNY FENIG

Hello and welcome back to another episode of She Means Business! In this episode, I was joined by the lovely Jenny Fenig. She's the creator of the Get Gutsy Movement. In this episode, we talk all about how she left a job without knowing what on earth she was going to do and then how she found her way into building a wildly successful coaching business. It was such an inspiring conversation. I absolutely loved it and I hope you love it, too. Also, make sure you listen right to the end to find out how you can be in with a chance to winning her Tribe Building Bootcamp Course. So, enjoy this episode.

Jenny, it's so good to have you here. Welcome to the She Means Business podcast!

Oh Carrie, we're going to have fun. Thank you for having me.

I know, I can't believe it's so early where you are in the world. What time is it for everyone?

I set my alarm for 5:30 and then pressed snooze once, I have to admit. That's how I roll. I finally got up at 5:40AM. I have my ritual in the morning. I put on my kettle of water and I do one cup of warm water with lemon, and then I move into my green tea with lemon and a splash of this concoction called Fire Cider. It's cayenne pepper, lemon, honey, some hot stuff. It's this little dash of wake-up in the morning and just ready to go. This is what it is to be an entrepreneur. You have opportunities that come up and you just say yes even when they're not necessarily "convenient". You do it anyway.

We were just talking about this before we went live. I did Michael Hyatt this week on Monday at midnight my time until IAM. At the time, I was like “Carrie, just say no. It’s ridiculously late.” I cannot say no. I’m saying yes. I’m doing this interview. You just got to go for it.

You do and you never know where the interviews or the opportunities are going to lead and I think that’s the beauty of it. If it’s in alignment with your audience and you’re excited by it. Ali Brown, my original mentor, I was on her podcast a few years ago. “I heard you on that podcast” and then she became like a mastermind client years later. OK, this is the stuff that happens and you just got to go for it.

Exactly, I completely agree. I’m so excited to talk all about your story, to hear behind the scenes of everything and it’s going to be so much fun. In this episode, we are going to pretend there is a movie coming out called She Means Business starring Jenny Fenig. This movie is all about your entrepreneurial journey, how you turned your dream into reality, and how you created so much wonderfulness on the world. First of all, to set the scene for everyone, what vibe would your movie have?

Magical, mystical, fun, a little bit wild.

Oh, I love this. I love anything with the word “magic” in it.

Me, too. It’s like a mix of Stevie Nicks/Reese Witherspoon playing me.

I love it. The movie begins and this is the first scene. This is right back at the beginning of your entrepreneurial journey. What would be going on and what was it that set you off down the entrepreneurial path?

The scene would begin with me at my cubicle in my last corporate job -- crying. I remember that day very distinctly. It was the day that I had dreamed about for a long time. It was the day that I quit my job. I had literally plotted and schemed, visualised how

this is going to go down. I circled dates on the calendar. Those dates would come and go and I wouldn't do it. That particular day, I walked into work not planning to quit that day because I learned that you don't plan -- you just have to do it, for me, anyway. I wasn't planning to quit that day. Something happened in the course of that day where it all just became clear. My inner voice, which I had started hearing and listening to instead of pushing down and ignoring, spoke to me very loudly and just said, "Jenny, this is it. This is the day." I finally got the courage up. I called my husband and then I called my mother and told them what I was going to do. Then I called my boss and I quit. It was the most amazing/scary day of my life. I didn't have the plan. It wasn't like "I'm going to be a coach now. I have a website. I started having clients. I have my own coach. I really know what I'm going to do." It was nothing. I had none of that. I didn't know about this whole female entrepreneur space. I hadn't discovered any of the mentors that I discovered now. It was just me knowing that the path that I was on was not sustainable and I wasn't going to spend the rest of my days doing that. So, I'm very, very grateful for that scene and for that day. I have to mention that I was in the midst of a 200-hour yoga teacher training journey at that time and that absolutely was a catalyst. I did have a mentor then that was leading into my next step. Somebody who you may know now, Carrie. Do you know Jonathan Fields?

Yes.

He owned the yoga studio in New York City where I did my training. Who knew that he was going to go on do everything that he's doing now? A lot of people just kept going to his yoga studio. He was destined for other projects and other experiences and to touch more lives. He touched mine at that time. I'm so grateful for him because when I quit, I went from six figures to zero figures. I went from a full schedule with a gazillion meetings to no meetings. "Well, I can go to yoga at 10 in the morning. That's exciting." It was wild. From there, I found my way. My ego freaked out. I went to an Ashram and practiced for a bit. I went to a spiritual adviser to figure out what the f*** am I doing? Through asking

those questions, sitting through that discomfort, through talking to people about “Do you have a job that you love? Do you have work that you love because I’m looking for that; I want that.” Eventually, I discovered the field of coaching. Luckily, I discovered the fields of online marketing and female entrepreneurship and discovered this community that I felt at home in. From there, the business really took off.

How did you find the world of coaching though? Was it something someone said?

Great question. Jonathan Fields was a catalyst here. Luckily, when I quit this job, maybe I’ll go and work for Teach for America. I had heard about IIN -- Institute for International Nutrition. Maybe there’s a health thing. Yoga and health are connected -- maybe there’s something there. Maybe I’ll go work for Lululemon and sell yoga apparel and be like a manager. I was really looking for all these options. I applied for a lot of different corporate jobs because I was very successful in corporate, but I was looking for more meaning. He, at that time, was starting to really work on his first book, which was *Career Renegade: How to Make a Great Living Doing What You Love*. That was my thing. That’s exactly what I was looking to do. He held a workshop in New York City. I went to it. There was a woman there who was absolutely an angel on my path. She was a yoga teacher and a creativity coach. I said, “What is that?” She told me and I go, “Oh my God, that coaching thing -- that’s the thing because that’s the thing I’ve been doing my whole life. That’s the thing that people come to me for.” It’s a job and you can have something around that. I just started madly researching coaching schools. A lot of them sounded all the same, but I found one that really spoke to me. It talked about elevating the consciousness of the world one person at a time. I said, that’s it. That’s what yoga has been for me, and I want to do that for people without necessarily teaching ashtanga. I realised pretty quickly that teaching ashtanga was not my gift. Yoga was just leading me on my journey. I signed up for a coaching school. I started two weeks after I found it, which was perfect. I freaked out the night before the training. Oh my God, what if I hate

it? What if they're all weird?" It was an in-person training. I just released and I just surrendered and I said, "This is it; this is my thing."

How long was that process from leaving your job to actually going and doing that course?

I left my job right around Thanksgiving, November of 2017. I started that coaching course in March 2018.

Wait, no.

I mean 2008. Less than 6 months.

It was 2007 that you left your job.

Yeah. That was like 4 months, not 11 years. That would have been painful. It was already painful being 4 months because it was in that cocoon of what is this next thing? I didn't want to just take another job. I had different job offers, you know. I didn't want to just take another job something that someone is offering me because I had done so much of that in my life. I'm not just going to take this thing because someone's going to give it to me. I want to go into the right thing. I want to really step forward to the thing I could potentially do for the rest of my life. You don't know that for sure. I also felt like I had children who were on the horizon for me. I am married and I was married at the time. I just felt like very spiritual. I felt like the soul, at least the first baby, was knocking on the door and I wanted to ensure that what I went into for work was going to fuel me on a really deep level so that when I was not with my child, I was doing work that I absolutely loved because that was critical for me.

The scene of this movie then, you're off to learn all about coaching, you're on in this course. What was that like? Did it really open up your

mind and “Oh my God, this is it”? Did it give you the starting blocks to actually go and make it happen?

Yes. That program was fantastic in helping me become an amazing coach. Tons of experience with that — really looking at energy levels, asking empowering questions. You don't need to be the expert on every topic to be an amazing coach to your client, looking at personal development piece. I had not really done personal development work necessarily. I dipped my toes obviously with yoga, but nothing like what this whole space opens up for you when you really immerse yourself in it. It was just looking at what rules I subscribe to when I didn't need to be or didn't want to be. It allowed me to think differently and meet other people who were interested in the things that I was interested in, that didn't just go to work and bitch about their job and think that that's what life is all about, which I had seen spending 10 years in corporate America in New York City, one of the largest metropolitan areas, one of the places where people go to just rock it in their work. Yet, people still complain about their jobs. I don't want that. It doesn't seem like a great way to spend your time. It definitely prepared me to be a fantastic coach. I started coaching right away. I got clients right away. They just came to me. I was so in alignment in what I was meant to do finally.

When you say, “They just came to me,” literally what happened?

Yeah. Here's one example. This became my first paying client. I took on one pro bono client. She and I went to yoga teacher training together. I'm going to do one pro bono client and just go. Because I wanted to get my certification hours and all that. I had that client under my belt. The first paying client I got, I went to a friend's birthday party in New York in this restaurant/lounge. We're sitting around the table and I was sharing. I had met this woman before but I haven't seen her in a bit. I was so excited about what I was doing. “How are you doing?” “I'm so great. I left my job. I found my new career. I'm coaching. I'm so excited about it. I really work with women in transition to help them figure out what their next steps are in their career, following the path to happiness and

just being fulfilled in all areas of their lives. I'm loving it." She was like, "I need to work with you." OK. We set up a call the following week and she became my first paying client. It was just that simple. It was just sharing the joy of what I was doing. People could feel that and they would step forward and we would start working together.

Did you know back then what the right price to charge was? Did you learn that on the course that you did?

A little bit. They definitely gave us a range. If you're doing life coaching, it's this price. If it's business coaching, it's more this price. I definitely was taking in a model that they were teaching. I played around. Back then, the Holy Grail that we were taught was \$300 a month for these coaching clients. You do 4 coaching calls a month -- 1 a week. While I'm in training, I'll take on -- they weren't pro bono clients but they were special price clients. I would do like \$150 a month for 4 sessions. Now, I laugh at that but at that time, it felt huge. Oh my God, someone's going to invest \$150 a month for something that seems so easy to me. Literally, I could do this with my eyes closed all day every day. I took a picture of that first check that this woman sent. "Oh my God, someone's paying me to do this." That was the model that I started following. But I learned quickly, Carrie, that that model was not sustainable, especially after I did have that first child. I didn't want to have a spoon attached to my ear a gazillion hours a day making maybe \$6K a month. If I had 20 clients at \$300 a month, that's \$6000. You got to know when I was working my last corporate job, I was earning close to \$200000 a year between salary and profit share. Those numbers were not going to work for me. Even though I was loving the work, this isn't adding up and there has to be a better way. That's when I really discovered the whole female entrepreneurship, online marketing space and found my first-ever mentor, which saved my business because it wouldn't have worked in that way.

How much time had passed since you started the coaching business until you discovered that?

I went into the coaching training in March 2008. I had my first baby in January 2009. So, I was building the business while I was also freelancing — this is an important point. I was a freelancer as a conference producer, which was my last corporate job. A woman who was a divisional manager at my old job jumped ship and went to a new company and became president. She wanted to bring me on full-time. I declined but I said, “Listen, I would love to support you and do some freelance work while I’m building my business as a coach.” I wasn’t trying to hide that. That was perfect for me because I was getting regular income doing something that was easy for me. I didn’t love it — I was clear on that, but I was getting that regular pay check based on the parameters of the project and how we laid out the pay schedule while I was building my coaching business. That was really critical because if I hadn’t done that, I probably would have been freaking out a lot more. I launched my first website in July 2009. I make that point because I didn’t have a website when I was working with all these clients. I had a business card and myself. That was a good 16 months between starting the coaching path and having my first-ever website. It was later that year in November 2009 that I went to my first-ever female entrepreneurs conference hosted by Ali Brown. That was my Hail Mary shot, Carrie. I sold my wedding dress — this is definitely a scene in the movie — I sold my wedding dress to buy the ticket to that conference. It was a \$1500 ticket to go to that conference. Plus, I had to get my plane ticket from New York to Las Vegas. Plus, shack up in a hotel room with 2 women I had never met. We were really new and this was before Facebook was blowing up. We’re like “Yeah, we need to save money on hotel rooms. Let’s share a room.”

Wow.

Yeah, totally. It was going to that conference that blew my mind. There were hundreds of people there. It was huge. That was Ali’s first-ever Shine conference and she just blew it up. She’s the original goddess of the female entrepreneurship space. I call her the fairy godmother. Everyone has been touched by Ali, whether you know it or not. Marie Forleo

coached under her. Fabienne Fredrickson, JJ Virgin, Lisa Sasevich -- huge people in that field. I went to that conference because I knew this model will not work. I need help because I'm not going back to corporate; I'm not doing it. But I can't afford to just play here. I've got to take this seriously. So, I went out to that conference and I was chosen for those live business makeovers onstage. You have to apply. I literally wrote my application. I'm like, "I will be one of the three picked for this. I will go up onstage and they're going to help me." I got picked and I joined her mastermind. I had never heard of a mastermind before. It was a 5-figure investment. It's not like my business was crushing it. That's definitely a scene in the movie. It was like the inner voice inside of me "Jenny, take that next step. Take that next step. You can do this and you can do it scared."

I love that so much. How did that begin to transform your business?

It cracked open the model that I had been operating under. As part of that program, it was a year-long mastermind. There were all these retreats. There are 4 in-person gatherings. I went to every single one. I took advantage of everything that that program was offering up. Even when I sometimes felt like the people here are smarter than me, they're further along than me, they're more successful than me, making more money than me. I just allowed myself to be the least intelligent person and be OK with that. I asked a lot of questions, showed up, I was like a sponge. It was during that program that I started putting out my first group program. It was called the Inner Mama Mastery Program. It was my first-ever group program. There were no webinars back then; we were doing tele-classes and figuring how to get an email provider and hire a VA and freak out about \$300 paying a VA, which felt like astronomical. I just started leveraging my time and realising that what I brought to the table had a lot of value and I just wasn't seeing it as that. I was increasing my prices. I finally got the clarity for my husband and I and at that point, our only child to move out of New York City because I was so done with that place. I was appreciative of it, but I had been there for 11 years and I had learned the lessons I was meant to learn there. My business wasn't able to grow there, which sounds

kind of wild because New York is this huge spot with so many people, there's wealth and lots of opportunities. For me, I felt stunted there. My business was headquartered in the corner of my bedroom. It used to be in the spare bedroom. After my son was born, that room became his room. So, I can't grow my business in the corner of this bedroom. I have to fold up my desk at the end of every day because my bed's there and I have to shimmy next to it to get to the bed. This doesn't feel right anymore. This is not where I'm meant to plant myself. It was during the course of that year-long program that the download came. We moved to where we live now, which is the Berkshires of Western Massachusetts. It's gorgeous here. Have you ever heard of this place called Kripalu?

No.

Wow. You should come sometime. It's the largest yoga, wellness and personal development centre in all of North America.

What's it called? I'm going to write it down.

Kripalu K-R-I-P-A-L-U. The top spiritual teachers come here. Gabby Bernstein teaches there every year. Shiva Rea, Seane Corn, Mike Dooley — there are big names who go there. Omega Institute is in Rhinebeck, New York. That's like an hour from me. I felt like this was the next step on my spiritual path, honestly. During the course of that program, I moved. For years, I was trying to figure that out. When you go into a program or some kind of experience, sometimes, what you receive is not necessarily what you thought you were going to receive and that was what you were meant to receive? I just changed everything around. I was involved in New York with this company. I had started leading new mom support groups. That's a big piece of my journey and I want listeners to take that in. I did in-person stuff. I was a new mom at that point. It helped me so much. I was a new mom and I joined a new mom support. That was an in-person experience. I remember the sign of an entrepreneur: you notice opportunities, you notice problems in the market. They would receive phone calls when I would be at my new mom support

group meeting. It was at this prenatal yoga centre on the upper west side — great little spot. I met some amazing women and we're still connected to this day, 8 years later. They would get phone calls literally because it was one room. The phone would ring right where the meeting was taking place. New moms would be calling "Oh, our group is filled. We can get you in in 3 months." She can't wait 3 months. She needs it now. You don't understand. You're sitting on your couch and you're tired. You have spit-up on you, you're kind of going delirious and you don't know what you're doing. You figure it out, but you just want that support. You don't want to feel so alone. The light bulb just went on for me. I had met up this woman who led up another organisation for mothers. She had just said, "Hey, if anyone wants to get involved with us, help out with some of our events, just let me know." At that point, I was really trying to figure out what am I going to do? I'm not going to do the conference production anymore; that ship has sailed. I'm building up my coaching business, but I got to bring more juice into this. I need more things going on. I just started a dialogue with her. We were figuring out what we wanted to do. At one point, I said, "Have you tried offering new mom support groups?" She said, "No." I said, "I really feel like there's a need for that because I just went through one. I know we have a ton of moms here on the upper west side of New York. How about trying it?" She goes, "OK. Listen, Jenny, if the first one doesn't go off and we don't get enough, I just don't want you to be upset because sometimes, it takes time to happen." "I get it. Let's give it a go." We sold out the first one. I ended up meeting this other woman and bringing her on to lead other neighbourhoods in New York. I knew I didn't want to be traipsing around Manhattan. I just wanted to stay on the upper west side; I'm an upper west side snob. Plus, I had a baby. I want to spend time with him, do my coaching and everything else. I don't want to build up this neighbourhood and then bring somebody else on who wants to build up other neighbourhoods. Eventually, the entrepreneur in me, I brought on other facilitators and they were doing other groups. We went from 1 group a week to 15 groups a week in a year. It was awesome. Some of those in-person support group members became clients of mine. That was the magic of it. When I moved, though, I had

to release that. I was ready because I really wanted to move to the online space. I wanted to have groups. I wanted to be able to touch lives all over the planet and not just local to me. But I do believe that local leading circle like that for women absolutely was a catalyst to my growth, absolutely would be a scene in the movie, and very much has guided the way that I lead very sacred experiences for my clients. The retreats that I have are the most extraordinary deep work that I do. I'm amazing in person as well as online. That's something that I'm proud of. I feel like when we can support our people deeply, sacredly, often with things that they didn't think they were hiring us for, but in fact, they are, that's the work that needs to be done at that moment. They can't break free into the next level if this other thing is blocking them, right? That's so much of what that experience taught me.

When you moved into the online space, what were the key things that you were doing that enabled you to grow into that?

I was consistent, Carrie, just consistent with showing up, consistent with my messaging. Once I launched that first website, it was 4th of July, which is a significant time here in the United States. 4th of July 2009 was my Independence Day. I did my first-ever newsletter. OK, here we go using Constant Contact -- I was so proud. I was consistent with that newsletter. At the first stage of that piece of communication, I was doing it every month, which felt like massive to me. Then, eventually I moved into every other week. Then, I moved into once a week. I still do that newsletter. Now, I'm on the every-other-week cycle again because I send out so many other communications in addition to that. I just realised I didn't need to rely on that exclusively. I've gotten to a point where I'm so nimble in my business and I'm really in alignment with how I'm called to serve. I don't do things because I think I'm supposed to or I should. But I've been consistent with my communications to my list. I've always come from this place of service. How can I help you? How can I serve you? I've been podcasting now for close to a year-and-a-half. I've been showing up. Facebook has been my preferred method of social media. People are

not going to go to my page and say, “Where’s Jenny? We haven’t heard from her in a month?” I don’t do that. I don’t ghost out on people. I teach that to my people. My theory is that we’ve all been hurt in some way. We’ve all been disappointed. Someone has let us down, maybe betrayed us and really hurt us in some way. If we as leaders just ghost out on our people and be like “Oh I can’t do this right now — it’s become too hard...” “I’m taking a sabbatical or I’m going on vacation for 2 weeks,” that’s cool. But when you just disappear on somebody, it can trigger them in ways where they don’t trust you anymore. Honestly, it’s not much to do with you; it’s the stuff from their past like the ex-boyfriend, parent or somebody in their life who really hit a nerve with them. When we do that as leaders, we take away that place of trust that I believe is critical as business leaders in this space, in particular. For me, I’m very clear with my people. I won’t do that to you. I’m going to show up for you. If there’s a change that’s going to be made, I’ll tell you. You’re always going to be able to know what’s up. It’s something that my original mentor Ali Brown really drilled into my head. It’s that know, like and trust factor.

Yeah. Do you find now Facebook groups are the place where you’re spending a lot of your time?

Good question. Carrie, here’s my thing on that. I’ve gone through a real evolution this year 2017. I started a free Facebook group in late 2015. After seeing some people doing it, do I want to do that? Do I want to do that? What’s up with that? I finally said, “You know what? Let me try it.” I love having my free group. I still have that group — it’s called the Get Gutsy Galaxy. I was putting a lot of energy there and just loving them up. Of course, I have my groups from my paid offerings. We have our coaching school. We certify coaches now because I realise there’s a huge gap in the market where all these great coaches were coming out and they don’t know what the f*** they’re doing when it comes to marketing. They’re awesome coaches and they can’t get any clients. OK, there’s something that’s got to be done. So, I have my coaching school. I have my master mind. I have a membership community. I have Facebook groups there obviously and I love

them. I love spending time there. They're really sacred spaces. I started a free Facebook group in late 2015. We would have free challenges. They're really blowing up. It was earlier this year, I was just feeling like something needed to change there. It wasn't feeling in alignment with me anymore and I'm so about that. If something is feeling off, I listen, even when I'm freaked out by it. Wait, hold on. Just go away, and it doesn't go away. All right, what are you trying to tell me? At that point, we were starting to move into this membership community. I felt like I couldn't have both of those in the same way. It just felt wrong. That doesn't make sense anymore. So, I went to my coaches. "I think I just need to just close it. I just can't anymore. It was too much. I have too many balls in the air." "Don't close it. Don't close it. It's an awesome spot for you." "I hear what you're saying. I don't want to make a rash decision, but something has to change." I'm in this really great online group for amazing business leaders. I think you're in it, too; we're in that really cool, rock star group. Someone shared in there, "Can we talk groups? I'm over it. I can't do this anymore." There was somebody who was feeling like she needed to make a change. I was so grateful that she brought that to the table because I thought I was the only one feeling that. Is it just me? Am I nuts here? Somebody shared something I didn't even know was possible: you can turn off the option for people to comment on their own in a group. That's what I chose to do. I still want to keep the group. It's an awesome place for me to make announcements, to do market research, to engage in some really strategic conversation that I'm curious about. But it was becoming too loud and noisy. We were spending team resources going in there, deleting posts and having to get in touch with people. I just don't want to do this anymore. This is not the way that this business needs to be set up. Once we made that change, it felt like such a cleaner container. I explained it to the group. I didn't just pull it on them and not tell them. I told them what was up. I just want the listeners to take that in. Just because everybody else is doing this one thing and you do it and you're like "I hate this and this is not working," you know what? I'm making a change in my business and I've got to change this because it doesn't work with where we're going. You have to look at that. As the CEO of your

enterprise, as the leader of the ship, you have to be the one initiating those changes and listen to that inner voice even when it's a bit scary because you're not sure. Is there going to be mutiny? Is everybody going to leave the group? Is everybody going to freak out and be like "I can't believe she did that"? You have to get used to people maybe not understanding, maybe being upset at first. Those who are meant to be served by you and get it and actually are going to invest in your work and be students of your work, they'll absolutely going to understand and they're going to respect you for it.

Yeah, I agree with that. If something doesn't feel right, you just can't keep going with it. It's so interesting to hear your story and to see how things have transpired. You listened to your intuition. You have the guts to listen to it. You also have taken action to learn from other people. That has helped you to build your own pathway. So often, people get stuck thinking they have to do everything by themselves and then they wonder why they don't make any progress. Right from the offset, you were investing like going to that conference of Ali and doing all that stuff, which just helps to make the journey faster.

Absolutely.

I really love that. What is your life like now?

I'm sitting in this beautiful office space. It's in my home; I love working from home. This room didn't exist a few years ago, Carrie. I'd be sitting in the forest right now if we haven't done this project. As we moved here, I now have 3 kids — that's a development, from 1 to 3. I just started planting roots and living in a house for the first time since 5th grade. I haven't lived in a house. I had lived in townhouses, and then condos, and then dorms, and then apartments. Now, I'm in a home, a real home. That, right there, took some getting used to. I really have to say I'm good enough to have this, right? A lot of us have that message that we're not good enough, especially if we didn't experience

something as a child. That's been a huge thing for me. I'm in this room I call my Sunshine Studio -- beautiful. I love everything here. It's like my soul exploded inside this room. This right here is where a lot of magic happens in my work. My kids are amazing. I home-school my oldest son. Next year, I'm going to be home-schooling number two. This is pretty massive and thank God that I have this business that I do that allows me to do so. I didn't plan on this. Again, life is what happens when you're busy making other plans. I didn't plan on that. No, he's going to go to this other school and it's so awesome. He made it very clear that no, he will not. He is a strong soul. No surprise -- he came through me and my husband. That's a new development in early 2017. We made that pivot and it's going so well, Carrie. I'm so happy.

How do you have time for it all?

Right. Oh my goodness, I'm laser-focused -- I had to. It was late 2016 when things started coming to a head. Of course, I was in the midst of one of the most complicated launches of my life, which I thought I was dying because I had that plus what was going on with my son. I can't do all of this. What am I going to do? I'm breaking into a million little pieces. I just surrendered. I realised that you can design your business any which way you want. I don't want all these complex launches with a gazillion things going on. I had to get really laser-focused on how I'm best called to serve right now in this season. I just started tightening up my operation, moving back into an application process for many of our programs, just really tighten the energy that's coming in. Sometimes, it starts feeling wonky. Really owning those pieces again, doing what I know worked so well and what I love to do, instead of what everyone tells me that I'm supposed to do, OK? I home-school my son in the mornings. I really reserve mornings until about noon to work with him. We're making window stars, painting, reading stories and writing. It's freaking fun and it makes me so much better in my business because when I am sitting down at the computer working with clients doing whatever I'm doing, I am absolutely sure that that is the best use of my time because I don't have time to waste -- I don't.

That has made me a better leader, so laser-focused on “What do I want to launch right now? What am I going to do that when I can do this other thing that’s a homerun and I freaking love it? I’m going to do that.” That’s really how I’m called to serve. Now that my kids are still young, I’ve got 8, almost 6 and almost 3, I love to travel, Carrie. I love it. It was me listening to my inner voice last year where I got a clear signal that it was time for me to lead my first-ever retreat in Costa Rica. Literally, the voice said to me specifically Costa Rica. It wasn’t like just an awesome place. It said in Costa Rica. I’ve never been to Costa Rica. OK. I started researching, crowdsourcing. “Hey, who knows some cool spots in Costa?” I found a spot immediately. We did the retreat earlier this year. It was one of the best experiences of my life. I can do this every day, all day every day. It was so freaking rad. The shifts that happened in that — it was just like I was in heaven. I’m doing another one in Mexico. Right now as we’re recording this, I’m enrolling for my mastermind called Glow. I’m going to Tulum. My feeling is that that container of my mastermind, which is really sacred and unlike anything I’ve ever seen or experienced myself, that will take us to all these really awesome spots to do this deep, deep transformative work. The spiritual work that’s absolutely connected to your business grown — that’s my theory and that’s what my podcast is really dedicated to: spiritual growth = business growth, hands down. I have my mastermind. I have my coaching school. It has a huge place in my heart. We’re training coaches and my membership. I’m just out there serving and I’m having fun. That’s my thing. I really come back to am I having fun? Are the people who are on the ship with me in terms of team or clients, are they the ones who are meant to be on the ship right now? In business, you have to make hard decisions. I ain’t going to tell you that it is easy because it’s not. It’s freaking hard and it hurts. Now, because my time evolved so much with my family and how that needed to go, I’m so tuned into to that small still voice inside that will speak to you when you get quiet and when you tune out what everyone tells you what you’re supposed to do, what everyone else seems to be doing, when you listen to that small still voice, you know everything that you need to know. All you have to be concerned with,

you beautiful listeners out there, is taking the next right step. Not the 10th step, just take that next right step. When you do that, then the next right step will present itself and the next right step. That's so much of how I'm living right now and what I'm putting out to my tribe of spiritual entrepreneurs, those coaches, creatives and healers who know with every fibre of their being that they have this mission to fulfil and that their business is the vehicle for them to do just that.

I love it so much. It's so fascinating listening to you. I actually really don't know how you manage to do all of that stuff. I own a membership site and that's crazy enough as it is. Let alone everything else, bloody hell.

I am a Gemini, Carrie, I am a Gemini. I have to throw that. What's your astrological sign?

I thought I was a Leo for my whole life until I had an astrological thing done. I found out I was a Virgo. It makes more sense because I'm a massive introvert. Virgos are supposed to be organised and I'm possibly the most unorganised person ever.

Well, we're such a mix. It's your sun sign, your moon sign and there's different traditions that tell you different things. There's an amazing book. It was so funny, I was at this café the other day and they had it on their bookshelf. Oh my God, that was the book that I discovered after a late-night party night. I come back and they had it. It was like me connecting with my 18-year-old self again. I still have the book, but I hadn't seen it any place else except for in my own bookshelf. It was this purple book call *The Only Astrology Book You'll Ever Need*. What a great name. What a great name for a freebie, you guys. Come up with a riff on that. It was by this woman named Joanna Woolfolk, I believe. That is so good.

I have to check it out. I love all that stuff so much.

Me, too.

Oh, it's been so, so amazing chatting to you and hearing your story. Hopefully, it inspired everyone. It just goes to show really what is possible when you just like you said take the next step and keep taking the next step. The path just unfolds and you just never know where it's going to take you. If you just allow yourself to open up, it can take you to the most incredible places. It's been amazing. Thank you so, so much.

Thank you, Carrie.

Also, on a very, very exciting note, we're going to be giving away the Tribe Building Bootcamp Course of Jenny's. Thank you so much, Jenny. If you want to be in with a chance of winning, all you have to do is head over to the website, find this podcast episode, leave a comment and let us know what your biggest take-away has been from this episode. We'll be picking someone to win that. Do you just want to chat a tiny bit about what it is?

Totally. I love this course. Thank you for the opportunity to gift a spot to one of your beautiful listeners. That's really been a core piece of my business growth — I understand this concept of tribes. Carrie, you are a leader of your tribe. I am a leader of my tribe. All you listeners, you are leaders of your tribe even if you don't realise that yet. Who is my tribe? This course is going to teach you that. It's really simple. It's 4 weeks, 4 beautiful lessons, worksheets that go along with it. The core concepts that we're going to journey through together: showing up, standing out and being visible. That's huge. A lot of you are hiding right now and you can't. You're safe. You can come out. You're not going to be burned at the stake. As women, I really do believe some of us were in past lives. We're scared, right? You got to show up, stand out and be visible. I teach you about that. I'm going to teach you about finding your people. Who are your tribe? It's not everybody in the whole wide world. If you're trying to help everybody, you're going to help nobody, OK? So, you've got to find your people. The next step is we're going to look at getting

amazing shit done and still having a life. I told you I'm home-schooling now, which blows my mind. You can, if you get laser-focused. I'm so good at that. People come to me a lot for that. How do I do it? I break it down and I give you this simple process that will absolutely change your life that was taught to me by my original mentor Ali Brown. I'm so grateful. I wouldn't be here without this concept that I teach you in the course. The final step is becoming a content creation pro. That's what you've done, Carrie, with all the stuff that you've put out. I see you on Facebook all the time — it's beautiful. You have to be great at creating content, putting out value in the world, being seen as an expert at what you do. It's really easy and it's really fun when you know what's up and when you're guided through this journey. That's really what the Tribe Building Bootcamp is all about. It is one of my most popular courses. It's a homerun. I'm excited to whoever gets it. Whoever doesn't, check it out anyway because it's awesome.

We will be leaving links in the website so definitely go and check it out. Get involved for your chance to win. Thank you again so much, Jenny. It's been amazing. Do you want to tell us where they can find you at?

My home base is JennyFenig.com. If you're looking for an additional podcast to listen to besides Carrie's, mine is called Get Gutsy. That's also the name of my book. That's really what my whole movement is all about -- listen that gut and be gutsy and be brave. Without all of that working in your favour, you're never going to reach the fulness of your destiny and your potential. I know that you want more than that. I send you so much blessing on your journey.

That is amazing. Thank you so much. I really hope you all loved this episode so much and I will see you soon for another episode of She Means Business.