

THE OTHER WAY TO BUILD

How to Have the Business You Love
Without Sacrificing the Life You Want

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PROLOGUE



I hadn't planned to write a prologue. The book was done. Then I found myself sitting in my 98-year-old grandma's hospital room as she was being moved into comfort care—and it hit me: this is actually where the story begins.

You know how some of the best conversations sneak up on you when you're least expecting them? That's what happened that day with my grandma. I was visiting and it was a rare time when it was just her and I. We were talking and she started sharing stories about growing up in Russia, her siblings, meeting my grandpa, and the life they built together in Poland before coming to the U.S.

She'd told me some of these stories before, but this time hit differently. I found myself wanting to really take it all in and remember every detail so I wouldn't forget.

They came to the United States with almost nothing—four kids and hope for a better opportunity. My grandpa was a Holocaust survivor who lost his entire family and met my grandmother during the war when he escaped to Russia. After the war, they returned to Poland for a while before finally making their way to America.

They started from scratch. No safety net, no easy path. Just grit and hard work, day after day. Slowly, they found their footing, built community, raised their family, and opened a tailor shop. That shop still exists today under new owners, but it still carries the name Jacobs Tailor Shop. I like to think it's because of the trust and reputation my grandparents worked so hard to build.

As she talked, it hit me—I could see where my own drive, values, and work ethic came from. For my grandparents, building a business and a family wasn't a strategy, it was simply who they were. Their quiet legacy showed me this: success and a meaningful life don't have to compete. You don't have to choose between the life you want, the success you dream of and the legacy you'll leave.

That's *The Other Way to Build*.

And she lived it, not just in her work but in the little things I'll never forget—her perogies and matzo ball soup, the domino games around the table, the latkes (which, in our family, we've always called platskis for some reason) piled high while she urged us to “eat, eat!” in her strong accent. And always, in the background, the steady tick of the grandfather clock in her house.

But really, I'd miss her quiet strength. Her brutal honesty. She is direct and unfiltered, sometimes a little blunt, but you never have to guess what she's thinking. I've always liked that in people (and I can definitely see where I get it from, except it's usually my face that gives away what I'm thinking).

I'd miss the way our conversations always circled back to whatever she was reading in her Bible and always encouraging me to read mine. Quiet faith —it shaped how she lived, loved, and spoke truth, even if it usually came out completely unfiltered.

When I measure my life against 'success,' I think about this: Who will be there when I'm in my final days? What will they say about me? What will they remember?

Now, sitting here in her hospital room, watching the steady stream of people coming, I see the impact of a life well-lived. It's not in

accolades or achievements. It's not flashy. It's built in the quiet moments through hard work, faith, and showing up again and again.

My grandparents didn't need to be flashy or chase recognition, they built a life that mattered quietly. They understood something our culture often forgets: a meaningful life is built during the shared meals, the simple moments, the consistent presence. That's where the big stuff really happens.

Now, don't get me wrong, ambition and numbers matter. But real success comes down to relationships. It's about building something lasting that truly reflects who you are, not the version the internet tries to sell you.

Because building something meaningful has never been about fitting into someone else's mold. It's about having the courage to create something that actually fits your life, your values, and yes, even your need to swing by grandma's house midweek for latkes.

What kind of legacy are you creating—not just in your business, but in your life? Who will be there in your final days, and what will they remember most about you? These are the questions that shaped this book and the way I've chosen to build differently. This is your permission to build the other way.

INTRODUCTION



If you've picked up this book, I'm guessing you've felt it too—that nagging sense that the business advice out there just doesn't quite fit who you are. Maybe you've tried following all the “rules”: post every day, stay visible, keep showing up. Or maybe you're just starting out and already know you don't want to build like that. Either way, you want something different, something that actually works with your life.

There is a better way. One where your faith, family, and health don't take a back seat. One where you don't have to sacrifice peace to chase success. One where you still get results without the burnout and constant hustle.

This book is built around a simple framework I call *The Legacy Method*. It's a four-step path designed to help you succeed in business without giving up the life you want to live. Along the way, I'll share lessons I learned the hard way, the tools I use with my clients, and the simple shifts that can help you build not just a business, but a lasting legacy.

I wish we could sit down together over coffee and talk about this face to face. Since we can't, think of this as the next best thing—just you and me having a real conversation about what actually works and what really matters.

Because if you've spent any time in the online business world, you've probably heard it all: “It's easy!”, “Just follow my system!”, “Do what I did, and you'll hit six figures in six months!” They make it sound so

simple, right? But if you've tried, you already know—it's not that easy.

I'm not saying all of the strategies out there are bad. Some really do work. But a lot of them weren't built for the kind of business you probably want: one that grows sustainably, allows you to lead with purpose, and doesn't burn you out.

Trying to follow advice that doesn't fit your life creates friction. It makes everything feel harder than it should. And that friction has a way of creeping in, making you wonder if you're doing something wrong. Making you question if you're not disciplined enough, not bold enough, not cut out for this entrepreneurship thing.

But what if the very things that set you apart—the way you'd rather build deep relationships than chase followers, the way you choose simplicity over complexity, the way you crave purpose more than constant growth—aren't actually holding back your growth? What if they're strengths, your superpowers, and the reason your business will last?

What if getting clear on them is how you create success in your business and life, while making room for everything that matters most to you?

That's exactly what this book will help you do.

This book is about business—real strategy, real systems, real results. But can I be honest? It's really about your life. Because the way you build your business is the way you build everything else.

And if the way you're building now costs you your peace, health, or family, is that really success? I don't think so. And I'm guessing you don't either.

The truth is, chasing someone else's version of success often leaves you burned out, overwhelmed and short on time for what matters most. But it doesn't have to be that way. You can build a business that grows without sacrificing your family, your health, or your sanity. That's where *The Legacy Method* comes in. It's a way to build with clarity, purpose, and sustainability. Here's what it looks like:

Redefining Success

→ Forget what everyone else says success *should* look like. This is about figuring out what actually matters to you — your values, your strengths, and the kind of life you want your business to support.

Focus on What Matters

→ No more chasing every shiny idea or trying to do it all. This is where we clear the clutter and get back to the handful of things that really move the needle. Simple, clear, doable.

Serve & Sell Authentically

→ Selling doesn't have to feel pushy or awkward. When you show up as yourself and make offers that genuinely help people, it feels natural, like an invitation instead of a pitch.

Build What Lasts

→ This is where it all comes together. You're not just building for today, you're building for the long game. A business that still works when life gets messy and one that gives you the freedom and peace you've been working for, and creates a legacy you can be proud of.

That's the framework you'll walk through in the chapters ahead. But before we dive in, I want you to know: these steps came out of real life, not theory. And I want to show you how I learned them the hard way, so hopefully you won't have to.

What It Really Cost Me: And Why I Chose a Better Way

When I first started my business, I believed the lie that success required being “on” 24/7. More hours. More clients. More everything. And for a while, I tried to keep up.

Eventually, I realized the cost wasn’t just late nights or long hours. It was the moments I couldn’t get back. Kids who needed me. A family I wanted to show up for. And my own need for some margin in my schedule that kept getting pushed to the bottom of the list.

I’m not here to pretend building a business is easy. It takes real work, and yes, some sacrifice. But it should never cost you everything that matters. The best businesses aren’t built at the expense of what matters. They’re built around it.

That’s why I love working with clients and why I wrote this book. I know what it’s like to chase big dreams while wanting a life you actually enjoy, and to wonder if it’s really possible to have both.

It is.

I believe God created us with a purpose, and the work we do is part of living that out. For me, my faith has made the single biggest difference in my life and you’ll see it come through in the pages ahead. But even if that’s not your thing, I hope you stick with me, because these principles work no matter your beliefs.

So here’s what we’re going to do together: strip away the noise and focus on what really matters. This book will help you get clear on your priorities, simplify your strategy, and make room for the life you really want.

You don't have to figure out everything right now. Just know this: we'll go step by step, and by the end you'll have a clear, simple plan that actually works for your life.

And if you want extra tools, there's a workbook filled with exercises and activities that will help you dive even deeper.

Just scan the QR code below or visit www.simplysavvy.co/book.



I put this workbook together so you can actually take action. The last thing I want is for this to just be another book you read and set aside. Real change happens when you put it into practice.

Remember, this isn't about building a business that just looks good online. It's about creating a business that actually feels good in real life—the kind that gives you more peace, more freedom, and more time for what matters most.

So grab your coffee, take a deep breath, and let's start building the **other way**—together.

* * *

I **REDEFINING SUCCESS**



1

YOU'RE NOT DOING IT WRONG (YOU'RE JUST DOING IT THEIR WAY)



Let's build something that feels right for you

Before we dive in, let me take you back to the moment that started this whole journey for me.

I was pregnant with the first of my three boys, sitting across the table during a review with my manager, when she looked me straight in the eye and said:

“Now that you're pregnant, you're going to have to decide if you're going to build your career or raise a family. You can't do both.”

Excuse me?!

I wanted to slap her. Honestly, I was so shocked I could barely speak. Who says something like that? The idea that I had to choose between a career I enjoyed and the family I was growing didn't just feel wrong—it made my blood boil. I wanted to say, *“Wait, what? You really think success means sacrificing everything else in life?”*

I didn't say it (probably a good move if I wanted to keep my job), but I remember sitting there thinking: This cannot be the only way it works.

Deep down, I knew there had to be another way.

At that moment, I didn't know what "the other way" looked like. But I knew this much—it wasn't about choosing one or the other. I believed I could have both.

You can too.

Here's What Nobody Talks About

When I say you can have both, I don't mean doing everything at once, I mean focusing on the right things, so you can be fully present for your family *and* build a business you're proud of.

Here's the truth, no one's actually doing it all. (Go ahead, read that again.) If they say they are, they're either faking it or leaving out the messy parts.

If you're anything like me, you've felt the pressure to keep up—trying to be everything to everyone, only to end up feeling like you're falling short no matter how hard you work.

But the problem isn't you. It's that you've been chasing someone else's version of success. The real growth comes when you stop chasing someone else's path and start walking the one designed for you.

*the problem isn't you.
It's that you've been
chasing someone
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success.*

The Ladder That Led Nowhere

For years, I believed hustle was the answer. I pushed hard, determined to prove I could handle everything: my career, my family, my goals, perfectly.

After I left my corporate job (because you know that conversation with my manager was the beginning of the end), I built a business in the direct sales world.

I got to be home raising my boys while growing my business, climbing the ranks, earning titles, and hitting milestones.

Everything looked like it was working.

But behind the scenes? I was chasing the next level so hard I didn't even realize what it was costing me. Late nights. Missed moments. This constant pressure that never went away. My kids needed me. My marriage needed me. Honestly? I needed me.

And here's the crazy part: the more I tried to make it all work, the more I felt like I was losing myself in the process. The things that mattered most, like my faith, my family and my fulfillment, kept getting shoved to the back burner.

And yet, I kept going because that's what I thought success required.

I remember the moment I finally reached the top of the ladder. I had achieved the status I thought I wanted—the validation, the recognition, the title, the six-figure income.

But when I got there?

It felt nothing like I thought it would.

Sure, it looked good on paper, but deep inside, I was exhausted, disconnected from my family, and unfulfilled in ways I couldn't explain.

Ever hit a big milestone and thought, *"This should feel better than it does"*?

Don't get me wrong—that business was an incredible chapter. It gave us lifelong friends who became family, and it's where I found my faith, which transformed my marriage, my identity, and the direction of my life. There were so many life-changing moments I wouldn't trade for anything.

The business itself wasn't the problem.

The problem was how I chose to build it: the things I was willing to sacrifice, the boundaries I ignored, the way I let the pursuit of the next level consume me instead of finding a sustainable way to grow.

That's when it hit me. It was never about the next title or achievement. It wasn't about proving myself or checking more boxes.

It was about creating a life and business that aligned with who God made me to be—one that didn't pull me away from what mattered most, but helped me be fully present for it.

When Letting Go Changed Everything

So I started letting go of everything I thought I should be doing—the hustle, the striving, and the constant comparison. Even the six-figure business I had poured so much of myself into.

When I told my husband I was walking away, he couldn't believe it. After all, who just walks away from that kind of income? It was scary for both of us. Still, deep down I knew things had to change if I was ever going to figure out what I really wanted and where God was leading me. I didn't know exactly what was next, but I knew one thing for sure: I wasn't supposed to stay where I was.

The truth is, I didn't even know who I was anymore. Somewhere between chasing the next goal and trying to be everything for everyone, I completely lost myself.

I wasn't just tired—I was completely empty.

And I hated admitting that, because from the outside, everything looked fine. But inside? I was questioning everything. *What am I doing? Why am I doing it? And who am I without all of this?*

It wasn't easy. Honestly, it felt like everything was unraveling for a while.

But looking back? It was the turning point I needed and I'm so grateful for that season now.

Because here's what I realized: I didn't need another pep talk or a plan to push harder.

I needed space to breathe and figure out what actually mattered.

I wanted something that allowed me to be present with my family—not constantly distracted or mentally checked out. I wanted a business that didn't leave me drained by the end of the day. One that didn't feel like a race with no finish line.

There's Another Way to Build

If you're anything like I was, you're not looking for someone else's cookie-cutter plan. You want a way of building a business that feels like it actually belongs in *your* life.

The Other Way to Build isn't a formula. It's a reminder that you get to decide what matters most. It's a guide to help you protect your time and energy like your life depends on it—because in a way, it does.

For me, that shift didn't happen overnight. It started with a wake-up call I didn't see coming, but really needed.

The Wake-Up Call That Changed My Perspective

I still remember sitting in the audience at the Global Leadership Summit, listening to a talk about productivity and busyness. After that session, I couldn't even focus on the others—it was like God wanted to make sure I heard this loud and clear:

You can stay busy with a lot of good things and still miss out on the best ones. You don't have to burn yourself out. What you accomplish doesn't determine your worth.

Oof—like a 2x4 to the forehead. (I require those sometimes because I'm a bit stubborn.)

That moment shook me. It challenged everything I believed about success and hustle.

Not that I hadn't heard it before... but this time, I actually *heard* it.

I finally realized my value wasn't in how many awards I received or the titles I held.

It wasn't about what I do.

It's about who I am—and even more than that, *whose* I am.

It might sound like common sense now. But back then, it shook me. It was the kind of realization that changes how you move forward, because once you *know* it you can't unknow it.

If you're feeling that same pressure, the nonstop push to do more and be more, maybe this is your sign to pause for a minute.

And take a breath.

You were created on purpose, with worth, no matter how busy you get or how much (or little) you accomplish. Your worth doesn't change.

When we stop measuring our worth by our busyness, we make room for a life and business that fit who we really are.

So if you need this reminder too, lean in:

You were created intentionally, uniquely, and purposefully. God isn't impressed by your exhaustion, and He doesn't need you to prove anything through burnout. Your path doesn't have to, and shouldn't, look like anyone else's. It just needs to align with who He made you to be.

And if you're ready to build from that place, you're in the right spot.

What This Book Is Really About

This book isn't about running yourself ragged or shrinking your dreams to settle for less. It's about discovering that success comes in more forms than what the world wants you to believe.

Success comes in more forms than what the world wants you to believe.

If you're tired of the "hustle harder" mentality that leaves you exhausted and empty, there's another way.

And if you've been feeling behind or like it's too late, let me remind you: it's not.

You can start right here, right now, with one intentional step at a time.

And I can't wait to show you.

* * *

First stop: ditch everyone else's definition of success and figure out what yours is. Because until you know what you're actually building toward, you'll keep chasing goals that were never meant for you.

 **Apply It**

Name one part of your business that makes you feel 'behind' or 'not enough.' Then ask: is it really broken or just built someone else's way that doesn't fit you?

The workbook includes a reflection page to help you identify what's working and what's not—without the guilt. Grab it at www.simplysavvy.co/book.

2

WHAT ARE YOU REALLY BUILDING?



Time to ditch the rule book and write your own.

When I first started my business, I had this unspoken rulebook in my head: hit the next income level, earn the next title, get the next award. That was the rhythm everyone around me seemed to be chasing, so I chased it too.

And for a while, it looked like I was “doing it right.” The numbers were going up. The calendar was full. Goals were getting hit. From the outside, it seemed like I had figured it out.

But inside, I was unraveling. I was running on fumes. My brain never shut off. And the worst part? I was *always* working. My laptop was like an extra limb—I carried it from room to room, opened it at the kitchen table while dinner was cooking, even brought it on vacations.

Hustle can have its place for a season, but it’s not meant to be your lifestyle or your identity. When it becomes your normal, things start to break down. Your health suffers. Your relationships feel the strain. Your joy starts to fade. And somewhere along the way, you lose your sense of direction entirely.

Even when I was technically “with” my kids, I wasn’t really *with* them. I’d nod and give an “uh-huh” while scanning emails. I’d type a

quick reply while they told me a story. I thought I was being efficient, getting work done while being *present* at home—but the truth is, I wasn't present, I was just there.

I finally started to realize I had built a business that looked successful to everyone else, but didn't *feel* successful to me.

I wasn't building *my* version of success. I was building someone else's.

Let's Talk About What You're Really Building

Before you can build something that actually works for your life, you have to get clear on what success means to *you*. Not what looks good on paper. Not what you think you "should" want. Not the version that will impress strangers online.

I'll be honest, for a long time when I thought about success, I pictured goals, titles, income milestones, big achievements. And if you're anything like I was, that might be what comes to mind for you too. And there's nothing wrong with those. But let's go deeper.

Because true success isn't just about hitting the next goal. It's about so much more—the impact you're making, how you feel while you're building, and ultimately the legacy you're leaving.

The kind of success that matters most is the kind you create on purpose.

So here's where we're going to do things differently than most business books. Instead of jumping straight into strategies and tactics (both of which I love and are important), first we have to start with your *why* because if you don't know why you're building

something, you'll never figure out how to build it in a way that actually works for you.

You Can't Know How Until You First Know Why

Your WHY isn't just "I want to make money" or "I want to help people." Those might be part of it, but they won't keep you going when things get hard. Your WHY is what pulls you out of bed on mornings when you want to quit and everything feels heavy.

Your WHY is what pulls you out of bed on mornings when you want to quit and everything feels heavy.

When plans change, when something you're working on completely flops, when a client ghosts you—your WHY is the anchor. And when other opportunities threaten to pull you off track, it keeps you focused and on path.

And here's where we're going to get a little uncomfortable (in the best way). We're going to dig into your real WHY, not the safe one you say at networking events or share with friends, but the deep-down, heart-hitting one.

I need to warn you though...when I used to walk people through this exercise in person, I had a reputation for making people cry. Not because I was mean (I hope), but because when you really see the truth behind what's driving you, it stirs your emotions.

Go Deeper: The Five Levels of WHY

When you first ask yourself "Why am I building this business?" your answer will probably be something simple and safe:

“I want more flexibility.”

“I want to make more money.”

“I want to help people.”

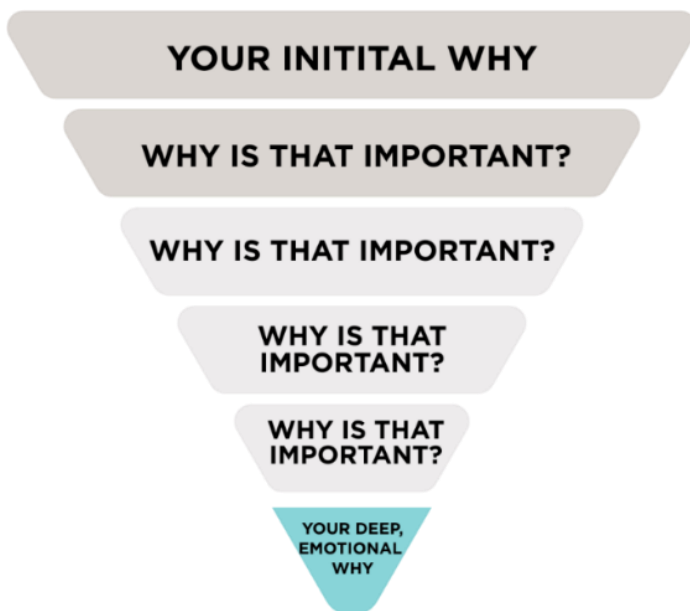
That’s fine for starters—but we’re going deeper.

Think of it like being a two-year-old—relentlessly curious, never satisfied with the first answer. “But why?” “Okay, but why?” “Yeah, but why?” You keep going until you get past the practical surface stuff and into the emotional core.

Here’s how:

1. Ask yourself why. Write down your first answer.
2. Ask why again, based on that answer.
3. Keep going until you’ve asked five times.

By the fifth “why,” you’ll usually feel it, a lump in your throat, a memory you didn’t expect, maybe even a tear or two. That’s when you know you’ve found it.



Example:

1. **Why am I building this business?** I want to make more money.
2. **Why?** So I can quit my 9–5.
3. **Why?** So I can have more control over my time.
4. **Why?** Because I want to be fully present for my family without work pulling me away.
5. **Why?** Because I don't want to miss the moments that matter most. Plus, I heard a quote one time that stuck with me “your greatest contribution may not be something you do, but someone you raise”and I'll forever remember that.

That's the shift, from a practical goal to a personal, real reason that actually matters to you. Once you've got it, everything else starts to line up. You'll know which opportunities are a yes, which ones are a no, and how to create a business that fits *you*, not the other way around.

Your Turn

Grab a notebook or your workbook. You're going to work through two short exercises that will give you the clearest picture yet of what you're building and why it matters.

Step 1: Find Your Deep WHY

- Start with your first answer to: *Why am I building this business?*
- Ask yourself “why” again, based on your last answer.
- Keep going until you've asked five times.

Think like a two-year-old who refuses to accept the first answer. Keep digging until you move past the practical stuff and hit something personal and emotional. That's your gold. That's the WHY you keep in front of you on the hard days, the days when you're tempted to quit, and the days when a shiny opportunity tries to pull you off course.

Step 2: Define What Success Looks Like for You

Now, once you know why you're building this, let's get clear on what it actually looks like in your life.

Answer these prompts honestly—there's no "right" answer:

1. **My Ideal Day** – Imagine your perfect day. Is it wide open with plenty of free time, or full but still balanced? Who are you spending it with? Does your work excite you, or is it simply a task to check off? Is there space for hobbies, rest, and self-care?
2. **What Actually Matters Most** – Who and what are non-negotiables in your life? Who do you want to show up for, and how do you want to be there for them?
3. **What You Want More/Less Of** – What do you wish you had more time for? And just as important—what's no longer worth your time or energy?
4. **Financial Reality Check** – What does financial success mean to you? Is it about hitting a specific number, having a certain amount to feel secure, being able to give generously, or something else entirely?

Pause here.

Read back through your WHY and your vision for success. Does it excite you for the future?

Is what you wrote how you're living and working right now?

If the answer is yes—amazing. You're starting from a strong place.

If the answer is no—this is exactly why we're here. That gap between what you want and how you're living? That's where we're going to focus our time together.

You've just laid the foundation by *redefining success*. Now let's start building something that feels right, works for your life, and lasts.

* * *

Alright, friend—ready to roll up our sleeves? Next, we're going to dig into the actual tools to close that gap between what you want and how you're living right now. But first, just sit with what you've figured out about yourself today. This stuff? It's important.

Apply It

Look back at your WHY and your vision of success. Highlight the part that feels most exciting right now, then write down one small way you can lean into it this week.

3

LET'S BUILD IT BETTER



The groundwork that actually matters.

Let's get one thing straight: you don't need more information, more strategies, or more pressure. You need clarity. Not the kind that comes from chasing trends or comparing yourself to someone else's highlight reel, but the kind that comes from looking inward and getting honest about what actually matters to *you*.

This chapter is your reset. It's where we stop chasing, stop guessing, and start getting clear on what makes you *you*—so you can build something that fits your real life and future, not just someone else's version of success.

Ready? Let's lay the foundation.

Your Foundation Essentials

Alright, this is where we roll up our sleeves and get into the good stuff. This part sets the tone for everything that comes next, so take a deep breath and give yourself the space to really think it through.

No need to rush. No pressure to have it all figured out. And definitely no waiting until it sounds “just right”. Your answers don't have to be perfect or deep, they just need to be yours. Honest about where you

are right now and where you hope to go. It's okay if they're messy. It's okay if they change later.

You're not here to impress anyone, you're just giving yourself a starting point. This isn't the final draft of your life or business plan. It's simply the first step toward building something that fits you, not something you're forcing yourself to fit into.

Before You Jump In

You'll find simple exercises throughout this chapter that you can work through right here in the book to start getting clear and taking real steps forward.

But if you want a little extra guidance, remember to grab the companion workbook. It's made to support you as you work through these steps. You can find it at www.simplysavvy.co/book or scan the QR code in the beginning of the book on page 12.

Whether you're using just the book or the workbook alongside it, give yourself permission to go slow and be honest because what we're about to do is important. We're going to take that WHY you uncovered and connect it to the day-to-day shape of your business and life, starting with your core values. This is where we zoom out, get intentional, and make sure what you're building truly fits the kind of life you want.

Because when your WHY and your daily reality match up, you're not just building a business, you're creating a life you're excited to wake up to.

This isn't busywork—it's the kind of clarity that makes every other decision easier.

1. Figure Out Your Core Values

Let's start with something most of us were never taught—but I wish we were... core values.

Your core values are more than just nice words or a list of things you think you care about. They're the foundation everything else rests on. When you know what really matters to you, it's a lot easier to spend your time and energy on the right things. You end up building a life and a business that actually feels like you, not just what the world says success should look like.

Think of your core values like a compass. They help you make decisions, guide the way you want to live, and keep you steady when everything else feels noisy or overwhelming.

So pause for a minute and really think about it: what matters most to you? Is it faith, freedom, family, creativity, integrity, impact, balance—or something else? Which ones feel non-negotiable? Which ones make you feel most like yourself?

Jot down your top three. There's a full list in your workbook if you want help narrowing it down. But don't overthink it, just be honest with yourself.

And seriously, don't skip this part.

I know it might feel like a little thing, but it's not. Getting clear on your values is what makes everything else make sense. It gives you something solid to come back to when life gets messy, when decisions feel heavy, or when the world is pulling you in a hundred directions. It's how you remind yourself of what really matters so you don't get caught up in everything that doesn't.

My top three values are:

- 1.
- 2.
- 3.

Ask yourself:

- Are these values actually showing up in my life and/or business?
In what ways?

- Which one feels like it needs the most attention right now?

2. Create Your Success Statement

Picture a day where your values guide everything. What are you doing, who's around, and how does it feel?

Finish this sentence:

“Because my values are _____, _____,
and _____. I want to do more _____ and
less _____”.

3. Ditch Everyone Else's Scoreboard

Forget the pressure of income goals, follower counts, or someone else's numbers. What truly matters to you? (I'm not saying income isn't important, we all have bills to pay and goals to hit. But let's not let someone else's vanity metrics be the only way we measure success)

Try asking:

- Am I spending time with the people who matter most? What may need to change?
- Do I feel fulfilled in the work I'm doing? What may need to change?
- Are my choices reflecting the life I say I want? What may need to change?

These questions tell you something meaningful about how you're doing.

4. The Time Reality Check

Let's talk about time because this is where a lot of people get stuck. You might feel like you're constantly busy, but still not making the progress you want. Busyness doesn't equal worthiness.

“Busyness doesn't equal worthiness.”

Here's the truth that might sting a little: You don't need more time. You need to be more intentional with the time you already have.

For one week, track how you spend your time. I know, I know, it sounds tedious, but trust me on this one. Think of this like working

with a nutritionist. Before they change your diet, they want to see what you're actually eating first, right?

Recently, I started wearing a glucose monitor, and the first thing they told me was, "Don't change anything for the first week, just track and observe." During that week, I discovered something surprising: caffeinated coffee was spiking my blood sugar. (Who knew that was even possible?!) I never would have caught it if I hadn't been tracking.

The same principle applies here. Before we start changing how you build your business, let's get honest about what's actually happening in your life right now. What's working? What's draining you? What patterns do you notice when you really pay attention?

Get the tracking sheet in your workbook at simplysavvy.co/book.

After tracking, ask yourself:

- How much time was spent on what matters most to you?
- How much time was necessary "life stuff"?
- How much time went to things that didn't need you?
- What was your biggest "ah-ha"?

This part is always eye-opening. Sometimes we think we need more hours in the day when we really just need to be more intentional with the hours we have and stop wasting so much time on things that don't actually move us forward.

5. Understand How You're Wired

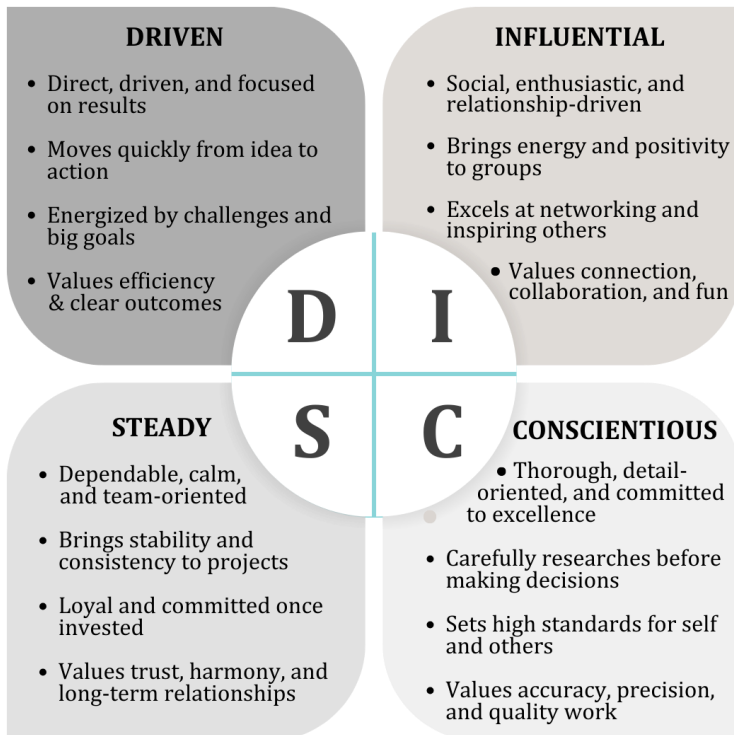
Self-awareness is a game-changer. So before we dive into what you're naturally good at, let's talk about how you naturally *show up*.

Because when you understand how you naturally lead, respond, and communicate, you can build a business that works *with* your natural style—not against it.

Full confession: I’m slightly obsessed with personality assessments. If there’s a quiz in a magazine or a “find your type” link online? I’m taking it.

I’ve always felt like knowing someone’s type gives me a shortcut to understanding them, which means less small talk for me. And as an introvert? That’s a win. (Does that make me weird? Don’t answer that...).

Let’s start with one of my favorite tools: the **DISC assessment**. Here’s a quick breakdown of the four types. See which one feels most like you:



D (Dominant): The Direct Decision-Maker

You're direct, driven, and focused on results.

In life: You probably make decisions fast and don't love small talk. You're motivated by challenges and like to lead.

In business: You move quickly from idea to action and thrive in leadership roles. You might get frustrated with too much chit-chat or analysis. Just tell you what needs to be done so you can get it done.

I (Influential): The People Connector

You're social, enthusiastic, and energized by relationships.

In life: You're the life of the party, the cheerleader, the one who keeps the vibe fun.

In business: You shine in networking, marketing, or anything that lets you connect with others. But details and follow-through? Not always your thing.

S (Steady): The Reliable Supporter

You're dependable, calm, and team oriented.

In life: You're the steady friend who people lean on. You like predictability, and big sudden changes can be stressful.

In business: You do best in roles that allow for consistency and deep relationships. Change might feel uncomfortable at first, but once you're in, you're all in.

C (Conscientious): The Quality-Focused Analyst

You're thorough, detail-oriented, and value excellence.

In life: You probably like research, double-checking details, and having a plan before making moves.

In business: You're incredible at creating systems, writing, analyzing, and delivering top-tier quality—but can sometimes get stuck in overthinking or trying to make things *too* perfect.

Got a guess at your type after reading through these? If you want the full picture, take the free assessment I linked for you in your workbook (www.simplysavvy.co/book).

MY DISC TYPE IS: _____

Once you've nailed down your type (or a mix, because most of us are a blend), use it to think through these questions:

What kind of business would energize you instead of drain you?

Here are some ideas based on different styles:

- D (Dominant):** Coaching, consulting, launching products, or high stakes strategy-based services.
- I (Influential):** Speaking, creating content, hosting events, running a community or membership.
- S (Steady):** Working with long-term clients, recurring or subscription-based services, support roles.
- C (Conscientious):** Course creation, systems building, editing, research, or behind-the-scenes work.

How do you naturally communicate?

- D:** Direct and quick. Bullet points and bottom-line results, please.
- I:** Warm and enthusiastic. You love sharing stories and connecting.
- S:** Thoughtful and calm. You're a patient listener and prefer one-on-one conversations.
- C:** Precise and factual. You're more comfortable writing than winging it.

What kind of support helps balance you out?

- D:** Someone who slows you down a little, helps with details, and offers a second opinion.
- I:** Help staying focused, following through, and handling admin stuff.
- S:** Encouragement to step into leadership or manage change with more confidence.
- C:** A partner who can nudge you toward action and help you zoom out when you get stuck in the weeds.

What should you watch out for?

- D:** Impatience and rushing into decisions without all the facts.
- I:** Overcommitting or avoiding the un-fun stuff (like your inbox).
- S:** Resisting change or avoiding necessary conflict.
- C:** Perfectionism and analysis paralysis that stalls progress.

Want to Go Deeper?

DISC is just the beginning. If you love this stuff like I do (or even if you're just curious), check out some of my other favorite tools:

- **Myers-Briggs (MBTI):** Helps you understand how you process information and recharge your energy.
- **Enneagram:** Explores your motivations, fears, and personal growth patterns.
- **StrengthsFinder:** Identifies your top natural talents and how to use them to your advantage.

Self-awareness isn't just a personal growth tool—it's a business asset. When you know how you work best, you can stop forcing strategies that don't fit and finally build a business that feels aligned and sustainable.

6. What You're Already Good At

Now that you have a better idea of how you're naturally wired, let's talk about the things you're already great at.

You don't need to change who you are—you already have a set of strengths, skills, and natural gifts that can help people and grow your business.

Here's the thing: we tend to overlook what comes easily to us. If it feels simple or obvious, we assume it's not that valuable. But it is. In fact, those "second nature" things are often exactly what your people need most.

So instead of focusing on what you think you're missing (we all have that tendency, unfortunately), let's pause and see just how much you already have going for you.

This is where real momentum starts.

Think about:

- What do people always come to you for?
- What feels easy or natural, like you almost forget it's a skill because it's *just how you are*?
- What kind of work lights you up and makes you lose track of time?

These are the things that make you *you*.

And they're the foundation for building a business that feels aligned, life-giving, and true to who you are.

7. Your Story Matters More Than You Think

Before we dive into the next step, I want you to think about your story. Not just the highlight reel, but all of it. The good and the hard. The beautiful and the messy. Because here's the truth: none of it's random.

Everything you've walked through has a purpose. God's been weaving it into your story all along. The setbacks, the wins, even the moments you wish had never happened have all given you something valuable: perspective, wisdom, resilience, compassion.

You might not notice it in the moment, but when you step back, you start to see the pattern—the way those experiences shaped who you are, how you show up, and who you're able to help. Your story doesn't have to be perfect to matter. It's not about having all the

answers, it's about showing up with the wisdom and compassion you've gained along the way.

And here's the thing: the very things you've walked through? They're often the reason someone else feels seen, safe, and not so alone. That's not an accident. That's purpose.

So, let's look at your story:

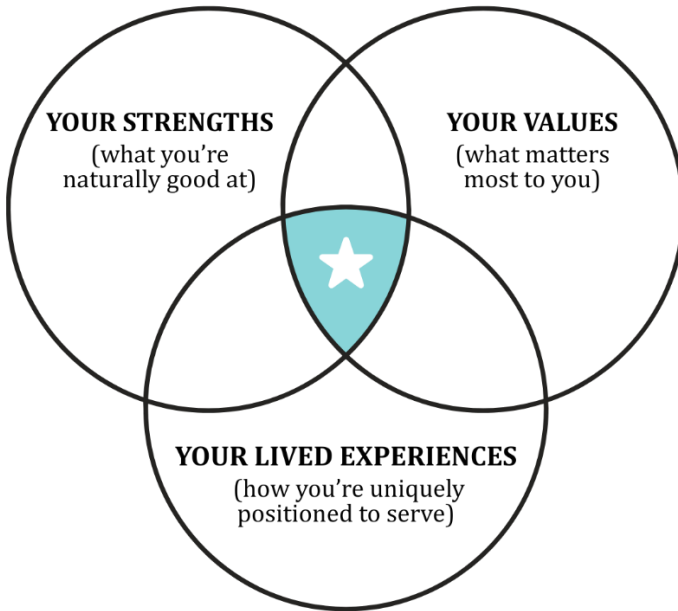
- What are 2–3 defining moments that shaped who you are today?

- What did those experiences teach you, about yourself, about others, about life or faith, that you'd want to pass on to someone else?

8. Finding Your Sweet Spot

This is where things start to click. Your sweet spot is that place where your strengths, your life experiences, and your values overlap — the mix of what you're good at, what matters to you, and how you're wired to help others.

You don't need to have everything perfectly mapped out yet. For now, just notice the patterns that keep showing up. Those are the clues that point you toward the work that will feel most aligned and fulfilling.



Here's a few questions to start noticing those clues:

- What comes easily to me that seems hard for others? (Strengths)
- What or who do I love helping, serving, or supporting? (Values)
- What problems am I equipped to help solve? (Experiences)
- What do people already come to me for? (Experiences)
- What would people say I'm great at? (Strengths)

That middle spot in the diagram? That's your sweet spot. It's the kind of work that lights you up, uses your gifts, and genuinely helps others. More often than not, it's where you'll find the clearest direction for your business, your message, or your next offer.

9. Start Small

Now comes the important part: doing something with what you've discovered. Clarity is powerful, but it only matters if it moves you forward. Don't wait until you have every detail mapped out. Start

now. Start messy. Start imperfect. Start with what's already in your hands.

Ask yourself:

- What's one small step I can take today that reflects the kind of business and life I want to create?
- What's something I've been putting off that I could begin—even if it's just a small step?

You don't need more information, you need movement. And progress doesn't require perfection, just a little courage to take the first step.

You've Got the Foundation Now

This might seem like simple work—but it's the part most people skip. And honestly? It's the part that makes everything else clearer, easier, and more aligned.

By the time you finish this chapter, you'll have:

- Core values that actually guide your choices
- A personal definition of success that fits your life
- Metrics that matter to you (not just the ones everyone else chases)
- A clearer picture of your natural wiring, gifts, and strengths
- A few small, doable steps to keep you moving forward

There's no rush here. Figure it out as you go. You don't have to push through or wait until it's "perfect" (because let's be real, it probably never will be).

Clarity comes from doing, not overthinking.

So wherever you are in the process, whether you're still sorting it out or putting the finishing touches on it, take a second to be proud of yourself. This isn't surface-level stuff. You've built something solid. Something real. You're not just winging it anymore. And the best part? You're just getting started.

* * *

I know this was a lot, but this foundation work is what makes the difference between building something that lasts—and building something that burns you out.

Next, we'll talk about finding your people—the ones you're uniquely called to serve—so you can start building something that connects, resonates, and actually works.

 **Apply It**

Look back at your strengths and how you're wired. Is there anything that was a surprise to you or something you never thought of as a strength? How will you lean into those more moving forward?

Your workbook includes a Sweet Spot worksheet to help you connect your values, wiring, and skills. Grab your copy at www.simplysavvy.co/book.

II

FOCUS ON WHAT MATTERS



4

FIND YOUR PEOPLE



Stop trying to be everything to everyone.

Knowing who you are is powerful. Knowing who you're here for? That's where the magic happens.

You've already done the hard work — getting clear on your values, strengths, and what success means to you.

Now comes the best part: turning that clarity into impact. This is where what you know about yourself becomes the way you serve others.

And honestly? This is my favorite part, because the clearer you are about *you*, the easier it is to recognize the people you're best equipped to help.

Who You're Meant to Serve

Some people you just connect with. They “get” you, and you “get” them. That's not an accident, it's how God designed you to use your gifts, experiences, and even the messy parts of your story.

Before you start overthinking exactly who that is or feeling like you have to squeeze yourself into a narrow box, breathe. You don't have

to lock in the specifics today. This step is about noticing the clues and patterns that are already showing up.

Later, you *will* need to get more specific, even choosing a niche, because clarity about exactly who you serve will make your message sharper, your offers more relevant, and your marketing more effective. But you don't have to force it now. Start with what you know and let the details get clearer as you take action.

You're Not for Everyone (And That's Actually Perfect)

And here's something freeing: you're not here to be everything to everyone. You're not Target. You're not Amazon. You're not here to be a one-size-fits-all solution—and thank goodness for that. You are a specific answer to a specific problem for a specific group of people.

You are a specific answer to a specific problem for a specific group of people.

Here's what I've learned: the more you try to water yourself down to please everyone, the less powerful your work becomes. Trying to reach all the people usually leads to helping none of them deeply. It's like shouting into a crowded room and wondering why no one hears you.

Instead of trying to be for everyone, start by paying attention to the people you actually *love* serving.

Who brings out the best in you? Who makes you light up when you're helping them? Whose wins give you that proud mom feeling, you know the "I'm-so-happy-I-could-cry" kind?

And, since we're being real, who completely sucks the life out of you? (No need to name names.) Just be honest with yourself about who you don't want to work with. My pastor lovingly refers to them as EGRs: *Extra Grace Required*.

Because it's just as important to know who isn't a good fit as it is to know who is. That kind of clarity will save you time, energy, and frustration and make space for the people you're truly called to serve.

Now don't get too stuck on this, because your audience will likely change as you get clearer. That's normal. It's part of finding your way. You're not locked in, this is simply your starting place. Just begin.

Connecting Your Foundation to Your Calling

Back in Chapter 3, you named your values, uncovered your strengths, and reflected on your experiences. That wasn't busywork, it was laying the foundation for this.

When your gifts, your experiences, and your audience's needs intersect, that's where your work has the most impact.

Let's put it together and start identifying your assignment and audience. Grab your workbook, a notebook, or even your phone notes app and work through these prompts:

1. Who are your people?

Who do you feel excited or maybe even burdened to help?

What struggles are they facing?

What season of life or business are they in?

What do they want more of—or less of?

What keeps them up at night Googling for answers?

Write down 2–3 types of people/situations you feel led to help.

2. What makes you uniquely equipped to help? (And no, I'm not talking certifications or awards, though those are great too, but the real stuff.)

What challenges have you walked through that your ideal people are still navigating?

What comes naturally to you that others find hard?

What do people always thank you for or recognize in you?

List 3–5 strengths or experiences that you believe God is using to shape your assignment.

3. Who do you NOT want to work with? Be honest, it's ok.

Who drains your energy instead of sparking it?

What patterns, attitudes, or behaviors are a clear no for you?

When have you felt out of alignment in the past?

4. Where do your gifts and their needs meet?

What problems can you help your ideal people solve?

What kind of transformation do you feel called to lead them through?

Write a few sentences that connect your strengths to your audience's struggles—and where you can make a real difference.

Your Clarity Statement - “What I Do”

Once you’ve worked through these prompts, you’re ready to capture it in a simple, powerful one-liner.

What problem do you help solve? Example: “They’re juggling too many moving pieces, feeling stuck or overwhelmed trying to grow their business in a way that actually works.”

What’s the transformation? Example: “They go from stressed and scattered to feeling clear, confident, and in control with a simple plan that gets results.”

How do you deliver the transformation? Example: “Through practical tools, step-by-step guidance, and supportive coaching that make the process simple and doable.”

Let’s use those pieces to build your one-liner clarity statement.
“I help [*who you serve*] go from [*problem or pain point*] to [*result or transformation*] through [*your offer or method*].”

Now write yours: _____

Here’s the Thing About Clarity

Clarity doesn’t come from waiting around—it comes from moving forward. You don’t need the perfect plan, just the willingness to start. I wish someone had told me that back when I was stuck at the starting line, frozen by everything I didn’t know yet:

- You’re allowed to start before you have it all figured out.
- You don’t have to see the whole path, just the next step.

The people you're meant to serve aren't waiting for you to become perfect. They're waiting for you to be available. Remember, every expert began as a beginner. Every business owner had a first client. Every clear message started as a messy first draft.

The people you're meant to serve aren't waiting for you to become perfect. They're waiting for you to be available.

Clarity comes in the doing, not in the waiting. You won't see the whole road ahead, but you'll see the next step when you need it.

So give yourself permission to begin.

To serve.

To learn as you go.

To trust that God will guide your steps as you take them, not before.

* * *

Now that you're getting clear on who you're called to serve, we'll tackle the next trap almost everyone falls into: overcomplicating everything.

 **Apply It**

Think about the people you enjoy working with. Which description from your notes lit you up the most? Write one way you could connect with more people like that.

5

SIMPLICITY IS A STRATEGY



Why less leads to more—and how to stop making things harder than they have to be.

It was just a birthday party. One. Single. Year. We were planning a little get-together to celebrate my son turning one— just a few friends and family, lunch, cake, nothing super fancy. That was the plan. Until it wasn't.

Somewhere between a Pinterest scroll and an Amazon order, it turned into a full-blown production. There was a theme. Matching decorations. Coordinated outfits. A cake topper. A backdrop for photos he could “look back on someday.”

The irony? He won't remember a second of it.

Now, don't get me wrong, I love celebrating the people I care about. I'm all for cute details and thoughtful touches. But somewhere along the way, that party began to feel more like an obligation rather than a celebration.

So. Much. Pressure.

Pressure to make it look a certain way.

Pressure to do it “right.”

Pressure to prove something... though I couldn't even tell you what.

What started as a simple celebration turned into stress. And not because anyone else asked for it—because I made it that way.

I even got mad at my husband that day for not doing something the way I had planned. Here we were, supposed to be celebrating this little blessing we were given, and I was frustrated over... what? Decorations? The “perfect” setup?

I can’t even remember what he did “wrong,” but I remember the tension I created over something that didn’t matter.

My son didn’t care about the balloon arch. He didn’t need a Pinterest-worthy backdrop. He just wanted to run around with his cousins, eat cake and play in the boxes the gifts came in.

That party taught me something I didn’t know I needed to learn: We tend to complicate things that were meant to be simple.

*We tend to
complicate things
that were meant to
be simple.*

And it’s not just birthday parties.

We do the same thing in our businesses. And in our everyday lives.

We take what matters and pile on layers of expectations, pressure, and performance until we can barely see what we were trying to do in the first place.

It doesn’t happen all at once, it sneaks in. Overcomplication rarely shows up waving a red flag.

It shows up as “being prepared” or “doing things right.”

It tells you you’re being strategic when you’re really just stalling.

It makes you feel productive while keeping you stuck in the planning phase.

It distracts you with things that look important, but don't actually move the needle.

In business, it sounds like:

- “I can't promote my offer until my website is perfect.”
(Almost done... for six months.)
- “I can't sell yet. I need a new logo, a photo shoot, three tools, and a 30-day content plan.”
- “I want to grow my list, but first I need to pick the right platform... and finish my freebie... and figure out the tech...”

In real life, it might sound like:

- “I want to spend more time with my family, but the house has to be clean first.”
- “I'd love to start my mornings with prayer, but I need a new devotional and a quiet space.”
- “I should start exercising, but first I need the perfect workout plan, new clothes, and maybe a trainer...”
(Meanwhile, you could've walked around the block several times.)

Let's call it what it is.

Overcomplication is fear in disguise.

Fear of making mistakes.

Fear of being judged before everything is polished.

Fear of failing right out of the gate.

And the worst part? It eats up your energy, time, and focus while convincing you that you're "being wise and prepared".

It Doesn't Have to Be Complicated to Be Good

Somewhere along the way, we started believing that more is better. More systems, more steps, more "proven" formulas. But here's the truth: simplicity isn't a shortcut. It's a strategy.

“Simplicity isn't a shortcut. It's a strategy.”

Simplicity isn't about stripping everything away—it's about focusing on what actually matters. It's the confidence to take the next step without waiting for perfect conditions. The people you admire who seem calm and steady? They're not doing everything. They're doing fewer things, and doing them well.

Let's be honest, most of the pressure we feel comes from complexity we created ourselves, not from what's truly required. No one asked for the extra complexity; we just convinced ourselves it was necessary.

It's not.

You don't have to do more to matter more.

You don't get extra credit for being exhausted. And you don't need everything perfectly organized before you can make a real impact

There's a better way—a simpler way. It starts with one small choice: stop overcomplicating, and keep what works.

Simple Moves That Actually Build Big Results

So let's talk about how this plays out practically.

In business, simplicity might look like:

- Choosing one clear offer and getting really good at selling it
- Creating one funnel that actually works (instead of piecing together six)
- Using what you already have instead of starting over every time
- Sending the email. Posting the offer. Making the ask—even when it's imperfect

You don't need some massive, complicated strategy to get results. You need **clarity**, **consistency**, and the **courage** to take the next simple step.

In everyday life, it might look like:

- Leaving your phone in another room during dinner so you can give those around your table your full attention.
- Taking a ten-minute walk to clear your head and come back with renewed focus.
- Blocking off an evening for family game night and making it a tradition your kids look forward to.
- Letting the laundry wait while you chat a bit longer with a friend over coffee.

Simple is sustainable. It's what keeps you going long enough to build what you were made for.

It's not always flashy. It doesn't always look impressive. But it works.

And the best part is that it leaves room for contentment. Because when you're not drowning in overcomplication, you can actually enjoy the life and business you're creating.

Cut the Clutter: Make Space for What Really Matters

Clutter isn't just the pile of mail on your kitchen counter. It can creep into your calendar, your inbox, your growing list of business ideas, and even your thought life. And if you don't clear it out, it quietly steals your focus, drains your energy, and suffocates your momentum.

In life, clutter might look like an overcommitted schedule, an overflowing to-do list, or saying yes when your gut is screaming no.

In business, it can look like too many offers, tools you never actually use, or spreading yourself thin trying to be everywhere for everyone.

So... what do you do about it?

You pause. You ask what's truly essential and give yourself permission to let the rest go. Not everything that's available to you is meant for this season.

“Not everything that's available to you is meant for this season.”

Not every opportunity deserves a yes. Not every brilliant idea needs to be acted on right now.

Simplicity starts with getting clear:

- What matters most in my life right now?
- What matters most in my business right now?

- What's actually moving me toward what I'm called to do— and what's just distraction?

Here's the gut-check I use when everything feels overwhelming: ***Is this really mine to take on?***

If the answer's no, it's probably not essential. And the beautiful part? Saying no to what's not yours creates room for the person who is meant to step in and say yes.

Choosing your essentials is really about stewardship. It's a way of saying, I'll focus on what's mine to carry and trust God with the rest.

That's not weakness.

That's wisdom.

Slow Down, You're Not Behind

One thing God's taught me again and again is this—He doesn't rely on impressive strategies or flashy plans to accomplish His will. He often chooses what the world calls "weak" or "small," and in doing so, He shows His strength.

You know what He does care about?

Your heart.

Your willingness to trust Him, especially when the next step feels smaller or quieter than what the world says it should be.

I bet sometimes you think you need to add more to your plate: more offers, more content, more hustle, more visibility.

More, more, more.

But what if God is actually asking you to do the opposite? What if He's inviting you to *clear the noise*, to focus on the few things He's truly called you to handle?

To stop striving and start trusting?

Here's the truth: You don't have to run faster than everyone else, this isn't a competition.

You don't have to carry more than you were made to hold. You just have to be faithful with what's right in front of you today.

And that kind of quiet faithfulness multiplies in ways you can't even imagine.

Your Simplicity Action Plan

So how do you bring this into real life?

You don't need a bigger to-do list, you need breathing room. Start by clearing the noise and making space for what matters. You're not here to do it all. You're here to do the right things. These steps will help you cut through the clutter and move forward with focus.

1. **Audit Your Current Commitments** List everything on your plate right now: business projects, personal commitments, and goals. (Seriously, use your workbook, a piece of paper, or your notes app and just get it all out.)

For each item, ask:

- Does this actually align with my values from Chapter 3?
- Is this serving the people I identified in Chapter 4?
- Is this adding stress or adding real value to my life?

2. **Choose Your Essential Three** From that list, choose the top three things that truly deserve your focus right now.

These should be:

- Aligned with your values
- Moving you toward what you're called to do
- Something you can realistically sustain this season

3. **Practice the Pause** The next time a new opportunity pops up—an idea, a request, an invitation—pause and ask:

- What would I need to say no to in order to say yes to this?
- Is this the right opportunity right now, or just a good opportunity in general?
- Will this make my life simpler or more complicated? And if it's more complicated, that doesn't automatically make it wrong, it just means I need to be clear on what it requires and decide if it's worth it.

4. **Start Small and Simple** Don't aim for perfect—just start. Instead of planning a full launch, send one email. Instead of designing the perfect website, create one landing page. Instead of creating some elaborate morning routine, start with five minutes of prayer.

When you put these steps into practice, you'll start to see how much lighter and more focused your days can feel. It's not about doing less for the sake of less—it's about doing the right things for the right reasons.

* * *

So yes — simplicity matters. But here's the real win: when you keep things simple, it becomes easier for the right people to say yes. That's where we're headed next.

 **Apply It**

Take a minute to imagine your business feeling simpler. What's the first thing that comes to mind that you would love to be able to remove or streamline? Write it down.

The workbook will help you work through this. In case you haven't grabbed it yet, go to www.simplysavvy.co/book

6

THE EASY YES



Because Confused People Don't Buy

The first time someone asked, “*So, how can I work with you?*” I started listing it all: one-on-one coaching, a group program, a workshop I was planning... (Please don't do this).

Thankfully, they stayed interested, but I could see their energy shift. What should have been a simple *yes* turned into a string of follow-up conversations. They did buy in the end, but I learned something important that day: the more paths you give people, the longer it takes them to choose one.

When We Make It Hard, People Walk Away

It's easy to fall into this trap without even realizing it. We pile on offers because we want to help everyone. We add options, payment plans, and extra bonuses, thinking more choices will make it easier for someone to say *yes*.

But the opposite happens. When people feel confused, they hesitate. And hesitation kills momentum.

It's like walking into a restaurant with a 12-page menu. It makes choosing what you want for dinner so overwhelming (or is that just me?). Instead of being excited about the meal, you second-guess what to order and end up picking the same thing as last time — not because it's necessarily the best choice, but because it feels safe.

Your clients feel the same way when your business looks like that menu.

What NOT to Do

So what does making it hard actually look like? Here are a few common traps I see:

- **Hidden pricing.** If someone has to dig or email just to find out the cost, most won't bother.
- **Too many options.** Ten packages, four payment plans, and endless "bonus offers" don't make things clearer — they make them overwhelming.
- **Complicated call-to-actions.** One page says "Apply," another says "Book a Call," and your emails say "Reply to Learn More." Which one is the right step? They're not sure, so they don't take any.
- **Selling the process, not the result.** Nobody buys "12 modules and 6 coaching calls." They buy the *after* picture, the transformation they'll experience. Make sure they understand the promise you're offering.

Simplicity Sells and Serves

Now, compare that to a clear path:

- Pricing that's easy to find and easy to understand.
- One main offer you lead with consistently.
- A single, obvious next step (book a call, join today, buy now).
- Messaging that paints the *result*, not just the process.

People don't need more options. They need clarity. At the end of the day, they want to feel confident they're making the right choice.

People don't need more options. They need clarity.

And the easier you make it, the more likely they are to take the next step, not because you "sold" them, but because you removed the friction.

It's about giving your clients what they're craving: a clear, simple path forward. And it's easier than you might think.

How to Make It Easier

Here's where I could give you a big, complicated plan — but that would defeat the purpose. So instead, let me keep this as simple as possible:

1. **Focus on one core offer (for now).** You don't need ten different ways to work with you. Not forever, but until you've built consistency. Clarity for you means clarity for them.
2. **Talk about the outcome, not the process.** People aren't buying Zoom calls or modules. They're buying the

transformation. Really describe what life looks like *after* working with you.

3. **Give them one obvious next step.** If they have to dig for your “work with me” link, email you for pricing, or figure out which offer to choose, they won’t. Make the path so clear that even if they don’t read your whole sales page they can find it (because many do just skim).

See? Simple.

When you make it easy to say yes, it’s not just good for your sales — it’s good for your clients. If you truly believe in what you offer, why make people jump through hoops to get help?

Clarity builds trust. And trust leads to action.

Your Turn

Grab a notebook and play along with me for a second:

If someone asked, “*What do you do, and how can I work with you?*” could you answer in one clear sentence?

If your answer sounds like my messy list from earlier, start there. Simplify until you can say it without hesitation.

Here’s an easy way to frame it:

- **“I help [who] do [what] so they can [result].”** (Go back to Chapter 4 where you wrote your Clarity Statement).
- **“The best way to get started is [your next step].”**

Write it down. Read it out loud.

Does it feel clear? If not, tweak it until it does.

Get it to the point where it rolls off your tongue. Then, the next time someone asks, “*How can I work with you?*” you can answer without hesitating or saying too much and they’ll know exactly how to take that next step with you.

When you make it easy for someone to say yes, you’re not just simplifying your business, you’re serving better. And the bonus? Your marketing gets a whole lot easier when there’s one clear thing to promote. When I simplified my offers, it wasn’t just me who benefited, my clients knew where they fit in. That clarity is what gave them confidence to move forward.

* * *

Now that you’ve got a clear, simple offer, the next step is getting it in front of the right people — without losing your mind in the process.

 **Apply It**

Say your main offer out loud like you’re answering someone who asked “so, what do you do?”. Did it roll off your tongue or did you stumble? If it felt clunky, practice it until it feels natural.

If you’d like help creating your own ‘easy yes,’ my Leads to Legacy program shows you exactly how to design a clear, compelling path for your clients. Learn more at www.simplysavvy.co/legacy.

III

SERVE & SELL



7

MARKETING WITHOUT THE NOISE



How to Be Seen Without Being Everywhere

You've figured out your offer. You know who you want to serve. Now comes the question that sends so many entrepreneurs into a spiral:

How do I get people to actually notice me?

I can still remember how heavy that question felt for me. Everywhere I looked, the advice was loud and relentless:

Post three times a day.

Go live. Start a podcast.

And make sure you're found in a Google search

....and definitely don't forget to email your list.

I was overwhelmed before I even started.

Maybe you've felt it too—that constant voice in the background. That feeling that if you just worked a little harder or showed up a little more, you'd finally get traction. That if you could just figure out the algorithm, things would click.

But let me tell you something I wish someone had told me sooner: **it's not you.** The problem isn't that you're lazy (unless you are?) or not disciplined enough. The problem is that there isn't a one-size-fits-all strategy because everyone is different and everyone has different

businesses and goals. Plus, a lot of these ways didn't seem to me like they were built for real life, especially the ones that tell you there's an exact time of day or specific song I need to use on social media.

Because life is full! You have responsibilities, relationships, maybe kids or aging parents or a job you're transitioning out of. You don't have endless hours to create content. And the truth is that you probably didn't get into business to be content creator, you probably got into business because you have a passion to serve people.

My Breaking Point

I remember the day it hit me.

I was sitting at my desk with Instagram open on one screen, my scheduling program on the other and a messy notebook full of "content ideas" that mostly made me want to throw in the towel. My to-do list read like a social media survival plan:

- Post at 7am, 2pm and 9pm.
- Reply to comments immediately (the algorithm likes that).
- Go Live.
- Schedule my newsletters
- Start a Podcast.

And let's not forget the pressure to make every post entertaining and engaging. What's with all of the dancing trends? (Have I mentioned I'm an introvert?!)

The plan said to show up everywhere. The reality? I hated every second of it.

I wasn't connecting with anyone. I wasn't making content I actually wanted to create, and I wasn't even sure people were seeing what I

posted. All the energy I was pouring into it? It wasn't bringing in the clients or conversations I wanted, it was just adding stress.

That day, I took a break and thought to myself, *What if I'm making this harder than it needs to be?*

We've talked about this before, how we often make things more complicated than they have to be. This was one of those moments for me.

What People Really Want

Here's what I realized: people aren't craving more content. They're craving connection.

Especially now, when our feeds are full of curated images, clickbait captions, and AI-generated everything. The internet feels louder and somehow more fake than ever. What cuts through isn't being louder. It's being real.

That means you don't need to be everywhere. You need to be somewhere and show up in a way that feels like you.

For me, that meant letting go of the pressure to do daily Instagram Reels and leaning into what I loved most: writing emails and building real relationships through collaborations. That felt good. That felt doable. And here's the crazy thing: it worked. Better than all my forced efforts combined.

Your Version Might Look Different

Maybe you love video and thrive in live workshops. Maybe you're more like me and prefer writing and creating helpful resources, or an

extrovert who lights when you're live, in-person or online. Go back to your personality type you discovered in Chapter 3.

Ultimately, there's no one right way to market your business. The only wrong way? The one that makes you miserable and makes you want to quit.

If You're Overwhelmed, Start Here

Instead of trying to be everywhere, pick one:

- **One platform** you actually enjoy.
- **One core message** you want to be known for.
- **One way** to show up consistently for the next 90 days.

Everything else? Bonus.

This isn't just about making life easier for you (although that's a nice perk). It's about building trust with the people you want to serve. And trust comes from consistency and from feeling like there's a real human on the other side of the screen, not a robot.

As you get more comfortable, this plan can grow with you. You might add new platforms, experiment with ads, or test different strategies, but you have to start with a foundation you can actually sustain.

So take a breath. Simplify. Choose what feels right and let the rest go.

Because marketing doesn't have to feel like shouting over a crowd. It can feel like a conversation, a real one, with the right people. And when you do that? You don't just show up. You connect. And connection is what grows a business.

Before You Move On

If you're ready for a little clarity, grab your notebook and jot this down:

- Where do I enjoy showing up?
- Where are my people already spending time?
- If I had to pick just one main place to focus for the next 90 days, what would it be?

Circle it. Commit to it. That's your starting point.

Next, we'll make sure you can actually stick with it—because good intentions are great, but consistency doesn't happen by accident. And don't worry, this part is simpler than you think.

* * *

We're about to dive into something that will make this even easier: simple systems. They turn good ideas into real habits — and they don't have to be complicated. I'll tell you about one of my simplest (and kind of crazy) system wins.

Apply It

Out of all the platforms you could use, which one feels the easiest and most natural for you right now?

Write down one way you'll show up there this week.

The workbook has a Marketing Focus page that helps you choose one platform, one message, and one plan for the next 90 days.

8

THE DOLLAR STORE CALENDAR THAT SAVED MY SANITY



Create structure without the stress—
and without drowning in tech or to-do lists.

How a Dollar Store Calendar Saved My Sanity

Let me tell you about my most unimpressive—and most effective budgeting system win. It's kind of ridiculous, but maybe you'll relate.

I'd downloaded every budgeting app, bought the fancy color-coded spreadsheets, and even tried digital envelope systems. You name it, I tried it. But nothing stuck. I'd spend hours setting up a system, only to drop it two weeks later because it didn't fit the way I actually think. I was managing the system more than I was managing my money.

You know what finally worked? A \$1 calendar, some highlighters, and erasable pens.

I'm not even kidding.

It's not pretty. It's not Instagram-worthy. But it works.

And that's when I realized something important:
The best system isn't the most complicated or most impressive,
it's the one you'll actually use.

Why Simple Systems Win Every Time

We tend to think that if something's important, it has to be complicated. That if we really cared about our business, our finances, our schedule—we'd have the *perfect* system: neatly organized, beautifully automated.

But here's the truth:

A simple system you stick with will always beat a complicated one you abandon.

A Google Sheet you update every week beats the fancy project management tool you quit after two days. A sticky note on your desk beats the perfectly designed digital dashboard that's been sitting untouched for months.

Complicated doesn't mean better. Most of the time, complicated just makes us avoid it. Simple is what leads to consistency.

If I'm honest, I wasn't living it out. I'd get excited about a new app, spend hours setting it up just right, and then abandon it a week later. I was spending more time creating systems to track my finances than actually using them, and it completely missed the point.

Maybe you've been there too: chasing every shiny new tool, reorganizing your setup, feeling like you need a degree in project management just to stay organized.

Here's what nobody really says out loud: a bad system can create more chaos than no system at all.

If you're spending more time managing your system than it's saving you, that's not helping, it's just another form of procrastination.

Your System Should Fit You

Here's what I want you to hear loud and clear:

You don't need to copy someone else's system to succeed. The point isn't to find the "perfect" one out there, it's to create something that actually works for you, the way you think, the way you work, and the way your life runs.

- Hate spreadsheets? Use sticky notes or a simple paper planner.
- Tech? Yes, you'll need some—but keep it lean and stress-free.
- batching content once a month? Perfect. Want to do it weekly? That works too.

The point is: your system should work with you, not against you. And that shift from chasing the "right" tool to finding your right rhythm changes everything.

Permission to Keep It Simple

You don't need "perfect." You need consistent. Build for this season, and let it grow with you.

Here's what I want you to remember:

- A simple system you'll *use* beats a complicated one you'll quit.
- Done is better than perfect.
- You're allowed to make it easy.

The goal isn't to impress anyone, it's to support the mission God gave you. So if that means a Dollar Store calendar and a pack of highlighters for now? That's more than enough.

Four Simple Systems Every Sustainable Business Needs

Ready to make this practical? Here's the good news: you don't need a complicated business to succeed. What you *do* need are a few simple systems that keep things running without taking over your life.

These four core systems will help you stay focused, cut down the overwhelm, and take great care of your clients, without burning yourself out. Think of them as the support beams that hold up both your business and your well-being.

Sure, there are a lot of moving parts in running a business, but these are the four I always recommend to my clients to start with. Your workbook will walk you through each one step by step and help you decide which to focus on first.

1. Time System: Protect Your Focus and Energy

Your time is your most limited and most valuable resource. A time system doesn't mean scheduling every second of your day. It simply means creating rhythms and boundaries that help you do your best work without burning out.

Why it matters: Without clear boundaries, it's easy to say yes to everything and end up with nothing left for what's most important.

What this can look like:

- Defining your work hours and hours you **won't** be working

- A weekly planning time to set priorities and review what's ahead
- Blocking dedicated focus time for content creation, client work, or CEO tasks
- Building in flex time so you have margin for the unexpected

Business benefit: You'll reduce decision fatigue, know exactly what you're working on each day, and stop feeling like you're constantly playing catch-up.

Reflection Prompt: *What's one boundary you could set this week to protect your best focus time?*

2. Communication System: Stay Responsive, Not Reactive

This is one of the biggest sources of stress I see—trying to answer every message the second it comes in. A communication system allows you to be professional and responsive without being available 24/7.

Why it matters: Constantly reacting to messages pulls you out of focused work and drains your mental energy.

What this can look like:

- Setting clear response time expectations for clients (e.g., “I respond within 24–48 hours”)
- Batch-checking your inbox or DMs instead of living in them so you can respond efficiently without constant interruptions.
- Using booking links (like Calendly or TidyCal) to cut down on back-and-forth conversations text and free up mental space.
- Scheduling social media in advance so you stay visible without having to be always “on”

Business benefit: You'll feel more in control of your time, while your clients still feel supported and respected.

Reflection Prompt: *When and how often will you check email or messages this week? Can you create one new boundary?*

3. Money System: Track What Matters, Stress Less

You don't have to love spreadsheets—but you do need to know if your business is actually making money. A money system helps you stay on top of what's coming in, what's going out, and what you can confidently pay yourself or reinvest.

Why it matters: If you're not tracking money, you'll always feel uncertain, especially at tax time. Plus, a business that isn't making money is more of a hobby.

What this can look like:

- Choosing *one* place to track income and expenses (a spreadsheet, notebook, or app)
- Setting a weekly or monthly money check-in time (put it on your calendar!)
- Making it easy to get paid (clear invoices, payment links, or checkout systems)
- Setting aside a percentage for taxes so you're not surprised later

Business benefit: You'll gain clarity and confidence in your numbers and make better decisions without the panic.

Reflection Prompt: *What's the simplest way you can start tracking money this week—even if it's just one step?*

4. Marketing / Client Flow System: Make It Easy for People to Work with You

This is where many entrepreneurs overcomplicate things. A client flow system is really just about making the path to working with you smooth and clear, from discovery to delivery to staying connected after.

Why it matters: If your client journey is confusing or inconsistent, people will give up, even if they were excited to work with you.

What this can look like:

- A clear way for people to find you (social media, networking, collaborations)
- A simple menu of offers or services so they know what you do
- An easy booking or checkout process that works without friction
- A follow-up plan after someone buys (automated emails, calendar reminders, check-in notes)

Business benefit: You won't lose potential clients due to confusion or lack of clarity. People will know what you offer, how to say yes and know what's next.

Reflection Prompt: *What's one step in your client journey you could simplify this month?*

You don't need to overhaul everything at once. Choose one system to strengthen at a time. Start simple, stay consistent, and keep refining. Systems aren't about control—they're about freedom.

Build Your Personal System Blueprint

Your system doesn't have to look like anyone else's, it just has to work for you.

Start simple. Focus on what supports your life and business right now, in this season. Forget perfect, forget comparison. This is about creating something you'll actually use.

Use the prompts below to map it out.

Your Time System

- › What are my peak work times? When do you feel most focused or energized?
- › What are my non-negotiable time blocks? (*Family, rest, worship, etc.*)
- › What hours will I work? Be realistic.
- › When am I planning my schedule? If it's not written down, it's far less likely to get done—use a calendar, planner, or time-blocking tool.
- › What boundaries do I need to set? (*Examples: "I don't check email after 6pm" or "No calls on Fridays"*):

Your Communication System

- › When will I check email? Be as specific as possible.
- › What is my realistic response time commitment?
- › What is one communication boundary I need to set?

Your Money System

- › The best way for me to track finances is (*Digital? Paper? Weekly check-in?*):
- › I'll do a financial check-in (*Weekly? Monthly?*):
- › One way I can simplify getting paid and/or tracking finances (*Automate? Use one tool? Set a reminder?*):

Your Marketing / Client Flow System

- › How am I'm currently bringing in new leads? Where are people finding you?
- › How will they know what I offer? Do you have a clear path to your offers?
- › Can they buy/book easily? If not, what's one thing you could fix or simplify?
- › How do I serve them? (*Email? Client portal? Weekly check-ins?*)

One area I want to improve or simplify is: _____

My Favorite Tools (If You Want Ideas)

Need help figuring out where to start? Here are a few tools I've loved (or that my clients have used and loved). You don't need all of them—just the ones that work for your brain and bandwidth.

Time Management

- Google Calendar or Apple Calendar
- Todoist or Any.do
- Paper planner (Happy Planner, Passion Planner, or even a simple notebook)
- Artful Agenda (if you want pretty + digital)

Communication

- Gmail with labels/filters
- Calendly or TidyCal for booking
- Buffer or Later for social media scheduling

Money

- EveryDollar (simple digital budgeting)
- QuickBooks
- A basic spreadsheet
- Or even my \$1 calendar method!

Marketing & Client Flow

- Systeme.io, Stan Store or other landing page platform
- PayPal/Stripe/Wave for easy checkout
- Email marketing service (Flodesk, MailerLite, Kit, etc.)

This isn't about doing it all. It's about choosing what actually helps. You don't need every tool or every tip, just the ones that keep you focused and give you space to show up the way you're meant to.

That's really the point of simple systems: they're there to support you, not weigh you down.

Remember Your Why

Your systems aren't about looking impressive or having it all together. They're about giving you breathing room—so you can love on the people who need you most, stay true to what God's put on your heart, and protect what matters at home.

The best systems fade into the background. You stop thinking about them, but you feel the difference.

Less stress.

More clarity.

And energy left over for the good stuff.

* * *

Systems? Check. Now let's tackle the thing that probably made you break out in a cold sweat when you saw it in the table of contents: Selling. But I promise—we're going to make it feel as natural as having this conversation.

Apply It

Look at the four systems you just mapped out (time, communication, money, client flow). Which one would make the biggest difference if it worked more smoothly? Write the first step you'll take to improve it this week.

Don't forget to head over to your workbook to work through this in more detail. www.simplysavvy.co/book

9

SELLING DOESN'T HAVE TO FEEL GROSS



Selling Without Feeling Salesy

I used to think there were two types of people in business: those who were naturally good at sales and...everyone else.

Guess which group I was in? (I'll give you a hint. Not the first).

Just thinking about selling made my stomach twist. It felt pushy and manipulative, like I was supposed to talk someone into buying something they didn't need. I'd see other people confidently promoting their offers, sharing about them like it was no big deal and I'd be over here like, *"Nope. That's just not me."*

So instead of actually selling, I'd hide behind "prepping." I'd tweak my offers. Rework the copy. Change the landing page. Again. Weeks would pass, and I'd still be "almost ready."

I tried to tell myself I was working on it and even convinced myself I was being productive, but really, it was just my way of avoiding it.

And then I'd get frustrated. "Why isn't my business growing faster?" Oh right. Because I wasn't actually *telling anyone what I was selling.*

Ever been there?

Shift Your Mindset Around Selling

Here's what took me way too long to figure out: **I was making selling all about me**—how I felt, how I sounded, what people might think. And in doing that, I completely missed the point.

Turns out, selling wasn't what I thought it was at all. I'd assumed it meant *convincing* people to buy. In reality, it's *inviting* the right people into something that can genuinely help them...and making it easy for them to say yes.

When I finally saw it that way, everything shifted.

Here's the truth I had to face: if you have something that helps people and you don't tell them, you're not being humble—you're being selfish.

That one hurt a little.

But think about it: your people are out there struggling with something you know how to solve. If you keep your solution to yourself because you're "not good at sales" or because you're scared, you're not serving anyone.

You're just staying safe.

But staying safe won't grow your business or help the people who need you most. The good news is, you don't have to choose between selling and staying true to your values. You can do both.

“if you have something that helps people and you don't tell them, you're not being humble—you're being selfish.”

How to Sell with Integrity

When you do it right, selling is really just another way of serving your people. It's a natural next step from everything we've already worked on—your values, the people you're here to help, and the systems that make it all run.

You don't have to fake it, put on some "sales" voice, or use tactics that make you feel gross. The best kind of selling just feels like you—kind, honest, and in line with what you believe. It's called values-aligned selling, because it's all about making sure how you sell matches what you stand for.

Here's what values-aligned selling looks like in practice:

- Being upfront about your offer—who it's for and who it's not for
- Talking plainly about the problems you can help solve
- Following through on every promise you make
- Pricing in a way that reflects the real value you deliver

It's NOT about:

- Trying to convince people who aren't a good fit
- Making promises you can't keep
- Using high-pressure tactics
- Setting prices based on fear, guilt, or comparison

Selling is just letting the right people know how you can help—clearly, kindly, and at the right time.

Of course, it's one thing to know it and another to actually do it.

Why This Feels So Hard (And Why That's Normal)

Even the most successful entrepreneurs have felt fear around selling. So if you feel it too, you're not the only one. But here's the thing: those fears can't be the reason you hold back because if you're not selling, you're not serving, and you don't have a business.

The goal isn't to shove the fears aside or pretend they're not there. It's to call them out so they lose their grip. Let's start by naming a few of the big ones I hear most often.

"I don't want to be pushy."

Pushy is pressuring someone who's not interested. Clear is letting people who *are* interested know exactly how you can help.

"I don't want to be salesy."

Perfect. Please don't! The world doesn't need more pushy sales tactics. What it does need is people like you—selling in a way that's genuine, respectful, and still profitable.

"What if they say no?"

Rejection stings—especially when you've poured your heart into something. But most no's aren't about you; they usually just mean, "Not right now." And sometimes, it's a true no and that's okay too. A no just clears space for the right yes to come along.

"I feel guilty charging for this."

But here's the thing—when you undercharge, people undervalue it. And when they pay, they pay attention. Investing helps create commitment. Plus, you deserve to be compensated for your work.

Remember, these feelings are *normal*. They don't disqualify you from selling well, they just mean you're human. The important thing is not letting them stop you from helping the people you're called to

serve. Thankfully, there's an approach that can take the pressure off and make it feel natural.

The Serve First Approach

I got to experience this approach firsthand while dealing with a tech problem that had me ready to throw my laptop out the window. And let me tell you, it was a game changer.

In the middle of my frustration, I posted about it in a Facebook group. A guy responded almost instantly: "Hey, I know how to fix that if you want to hop on Zoom." No sales pitch. No hidden agenda. Just a genuine offer to help.

We spent 40 minutes on a call. He walked me through it step-by-step. And he never charged a cent. He could have easily charged \$100+ for that kind of technical support, but he just did it to help.

That's when it clicked for me: Instead of asking, "How do I convince people to buy?" the better question is, "How can I serve people so well that buying becomes the obvious next step?"

Because here's what happened: I started following him on Facebook. Subscribed to his email list. Then later he launched something that was a good fit. I didn't hesitate. I bought it. And I've continued being his customer ever since.

Do you know why? He didn't sell me that day. He served me. And that service built trust and a long-term relationship.

That's the serve-first approach. It's not manipulative. It's not performative.

It's simply: *Be genuinely helpful. The right people will remember.*

So How Do You Actually Do This?

Let's break it down into four clear steps.

1. Start with What They're Actually Struggling With

Before you say a word about your offer, *really understand their pain points*.

- What's keeping them up at night?
- What are they googling at 2AM?
- What have they tried that hasn't worked?
- What do they wish someone would just explain clearly?

You're not here to invent problems. You're here to *name* the ones they already feel.

2. Tell Your Transformation Story

People don't just buy services, they buy transformation.

And the most powerful way to show transformation? **Your own story.**

- What was life like before you solved this?
- What did you learn the hard way?
- What would you say to your past self who was stuck in the same place?

Your story isn't about making yourself look perfect—it's about making their transformation feel totally possible.

3. Give Value First

Before you ask for anything, give something helpful (without expecting anything in return). This could be:

- A quick tip they can actually use
- A behind-the-scenes peek at your process
- A free resource that makes their life easier
- A thoughtful response to their question

When people keep seeing you as someone who gives, not just someone who takes, trust builds naturally. And when they trust you, they trust your offers.

4. Make Clear, Kind Offers

Back in Chapter 6, we talked about clarity — how a simple, straightforward offer makes it easier for people to say yes. But there's another piece to this: kindness.

I used to work as a sales trainer, and I can't tell you how many times I was drilled on "the close." There were scripts, tactics, even little psychological tricks meant to box someone into saying yes. And honestly? Sometimes it worked. But it almost always felt...gross.

Because when you're so focused on *closing the deal*, you forget there's a real human being on the other side of the conversation. A person who deserves honesty, integrity, and the freedom to choose without pressure.

That's why I shifted my approach. A clear offer tells people what you do. A kind offer makes them feel safe enough to decide. It's not about manipulating or pushing — it's about serving.

Here's how that looks in practice:

- Frame your offer around **their needs**, not your need for a sale.
- Make the **next step obvious** — don't hide pricing or bury your "work with me" button.
- Leave room for a genuine **yes or no** and don't take it personally.

So yes, keep your clarity statement handy:

"I help [who] with [problem] so they can [result]."

But remember, clarity without kindness is just a pitch. When you combine the two, you don't just make sales, you build trust.

Making This Work in Your Real Life

In your content:

- Share a little behind-the-scenes of your process
- Answer the questions your people are already asking
- Celebrate real wins (only use their name with permission)
- Add clear calls to action, without apology

In conversations:

- Be curious and ask questions.
- Listen for real pain points
- Don't force it—if it's not a fit, say so
- Follow up because you care, not just to make a sale

In your offers:

- Say who it's *for* (and *not for*)
- Clearly explain the result or transformation
- Be specific about what's included
- Make next steps simple and obvious

Remember—"no" usually just means "not right now" or "not the right fit." A no is not a failure. It's feedback. You're not here to convince everyone. You're here to serve *the right ones*.

Your Action Plan**This week:**

- Write down the top 3 things your people are struggling with
- Create one piece of content that addresses one of those
- Practice explaining what you do in one *clear sentence*

This month:

- Share your transformation story in your content
- Make one clear offer
- Follow up with people who've shown interest—lead with value, not pressure

Keep doing:

- Give value consistently
- Practice talking about your services with confidence
- Pay attention to which sales approaches feel most natural to you

The Bottom Line

If what you offer genuinely helps people, then selling it is part of *servicing* them. It's how you show up, build trust, and invite them into something better.

Selling isn't slimy. It's serving.

When you see it that way? You might even start enjoying it.

* * *

Now that you're getting comfortable with showing up and selling—let's talk boundaries. Because without them? Growth just leads to burnout. Let's protect what matters most.

Apply It

Think of one client story or win that makes you proud. Jot down how you could share that story this week — in a post, an email, or even a casual conversation.

The workbook includes a Client Transformation Story page to help you capture your client's 'before and after' in a way that feels natural and authentic. Use it to map out one story you can start sharing. www.simplysavvy.co/book

10

BOUNDARIES AREN'T MEAN —THEY'RE NECESSARY



Say no, so you can say yes to what counts

Boundaries: Protecting What Matters Most

Here's something I'm not proud of: I used to keep this invisible scorecard in my head. If I called someone and they didn't call back within a day, I'd start feeling annoyed. If I went out of my way to help someone, I'd quietly expect the same in return. I was constantly showing up for people, replying to messages right away, dropping what I was doing to help—and then feeling annoyed when the effort wasn't matched.

I didn't even realize it back then. I figured everyone should operate the way I did. Kind of unfair, right?

What I completely missed was how much I was doing it to myself, saying yes to everything. Every opportunity, every request, every “good thing” that landed in my inbox or on my calendar.

I thought saying yes to everything made me helpful. Faithful. Committed. Like I was doing the *right* thing.

The problem? I had no boundaries.

And honestly, I thought boundaries were for people who just didn't care as much. I'd watch someone say no to something and secretly think, 'Well, I guess they're just not as committed as I am.' Ugh, past me was so judgmental. (Okay, okay, I still can be sometimes, I'm a work in progress.)

But here's what I learned the hard way: If you don't protect what matters most, you'll spend your best energy on what matters least.

“If you don't protect what matters most, you'll spend your best energy on what matters least.”

I was exhausted. I was showing up tired to the things that should've gotten my best. Saying yes to things that pulled me completely off-mission. Being available for everyone else's priorities while totally neglecting my own.

And the people I love most? They were getting the scraps.

That's when it hit me: **boundaries aren't selfish. They're how we protect what matters.**

Boundaries Aren't About Saying No

For years, I had this picture in my head that boundaries were these cold, hard walls people built to keep others out. And I didn't want to be that person.

But boundaries aren't walls. They're filters.

Think about a water filter. It pulls out the junk so you can trust what you're drinking. A coffee filter keeps the grounds from ruining your morning cup of coffee (thank goodness). Boundaries do the same

thing—they keep out what doesn't belong so your time and energy go to what matters most.

Because without boundaries, everything gets through. Every request. Every “good opportunity.” Every “just five minutes of your time.” And little by little, all those yeses pile up until you're stretched thin, running on fumes, and completely off-mission.

With boundaries, you get to filter. You decide what's worth your yes and what isn't. That means your best energy goes where it should—toward the things that actually matter instead of being eaten up by everything that just shows up.

And here's the part I missed for years: boundaries aren't really about saying no. They're about protecting your yes.

When you put a filter in place, you're not just blocking junk, you're protecting what's valuable. Boundaries don't make you less available; they make you *more* available to the right things.

That means you're protecting

- **Your energy** → so you're not pouring your best into things that don't really matter.
- **Your clarity** → because when everything's loud, it's hard to hear God's direction.
- **Your capacity** → since you can't go deep with everyone, but you *can* with the people God's given you to serve.
- **Your peace and joy** → not the kind that depends on everything going right, but the kind that comes from living aligned with God instead of running on empty.
- **Your closest relationships** → because the people you love most shouldn't get the leftovers, they should get the best of you.

At the end of the day, it's not about being selfish. Boundaries just help you keep first things first. But here's the tricky part: you usually don't realize you're missing boundaries until the consequences show up. I know, because I've lived it—maybe you have too?

Resentment creeps in. You say yes, but deep down you wish you hadn't, and now you feel frustrated. On top of that, without boundaries your work can feel scattered. You're busy all day long, but you don't know what's actually getting accomplished and the things that actually matter aren't moving forward.

And then there's home. The people you love most end up getting the tired, worn-out version of you, after giving so much away everywhere else. I hate admitting that, but it's true. And in the middle of all that, the thing that used to light you up gets pushed aside by everything other people expect from you.

Before long, you're tired, overwhelmed, maybe even burnt out, and wondering if this is just how it has to be.

Spoiler: it's not.

Exhaustion isn't the price of success. Busyness doesn't prove commitment. And running on fumes doesn't honor God or serve the people He's entrusted to you.

How to Actually Build Boundaries That Work

Okay, so how do you actually break the cycle and build boundaries that hold up in real life?

Here's the problem: when you're worn out, it takes too much energy to think through what's best and set boundaries. So you say yes, not

because you want to, but because it feels easier in the moment. The trouble is, those quick yeses pile up and leave you even more drained later.

The boundaries that actually hold up look a little different. They're:

- **Intentional.** You decide on them ahead of time, before the pressure hits, so you're not scrambling in the moment.
- **Clear.** If you don't spell them out, people won't know they exist and they'll cross them without trying to.
- **Rooted.** The strongest boundaries are tied to what matters most—your values, your mission, and the people God's called you to serve.

When your boundaries check those boxes, they don't feel like harsh rules. They feel like support. They're not about guilt or control—they're just there to help you stay steady and keep moving toward the life you actually want.

So where do you start? You start by figuring out what matters most.

For me, that looks like hanging out with my family, actually having time to slow down with a book, date nights with my husband, quiet mornings with my Bible, getting some exercise in every day, and leaving enough margin in my week so I can say yes when my kids want to do something last-minute—or when a friend just needs me.

Those aren't extras or "if I can squeeze it in" items. They're anchors. Without them, I drift. When I start cutting corners on those things, I notice it right away. I get short with my family. My work feels heavier. My attitude gets a bit snarky. It doesn't happen all at once,

but little by little, I can tell when I've let go of the things that keep me from unraveling.

That's why I call them anchors. They hold me steady when everything else feels busy or uncertain.

And I bet you've got anchors too. The question is: are you protecting them?

Think about your own life for a minute. What are the things you feel the cost of when they disappear? The ones that leave you saying, "*I can't keep living like this*" when they're missing too long?

Start there. Those are your non-negotiables.

Figure Out What Drains You vs. What Fills You Up

Here's something I wish someone had told me years ago: not every "yes" costs the same.

Some things you say yes to will light you up. You leave energized, inspired and fulfilled. Other things will completely drain you. You walk away tired, resentful, maybe even dreading the next time it shows up on your calendar.

And here's the thing: both of those yeses can look "good" on paper.

This is why it's worth paying attention. Take a look at your week. Which things leave you refreshed and give you that deep sense of, "*Yes, this is what I'm meant to be doing*"? Which ones make you feel like you've been run over, even if they were technically "important"?

You can't avoid every draining thing, life will always have some. But you *can* start noticing the patterns. You can put limits on the

unnecessary drains, stack something life-giving next to the harder tasks, and intentionally save space for the things that fill you up.

That’s the difference between running on fumes and living with margin. And it’s not about being selfish—it’s about stewardship. You’re taking care of the energy God gave you so you can spend it where it actually matters.

Get Specific About Your Boundaries

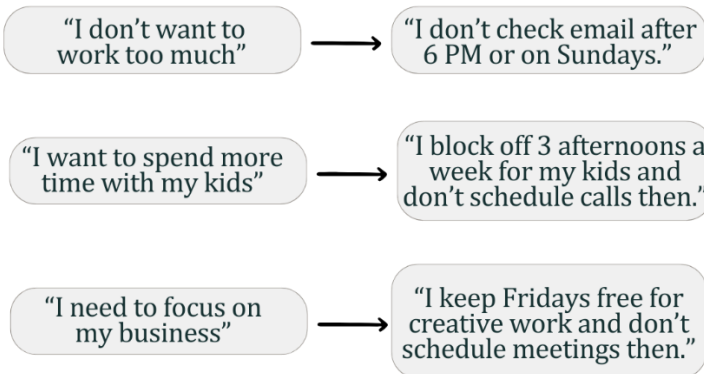
Here’s where a lot of people get stuck. They know they want “more balance” or “better boundaries,” but those are way too vague to actually change anything.

“I want to be more present.”

“I really need to take better care of myself.”

“I need more work-life balance.”

Those are great intentions, but they won’t change a thing unless you get specific and they become clear actions.



See the difference? Vague boundaries set you up to slide back into old patterns. Specific boundaries protect what matters most. They

make it possible to actually keep it, not out of guilt, but out of love. Because when you're clear about what belongs in your life and what doesn't, you can say no with confidence and yes with joy.

The Art of Saying No Without Being a Jerk

Knowing your boundaries is one thing. Sticking to them is another. And let's be honest—this is the part where most of us struggle.

If you're anything like me, you probably don't love confrontation. So when it's time to say no, you end up overthinking, rambling, or apologizing for things you don't even need to be sorry for.

Here's what I've learned: the kindest no is usually the clearest one.

Instead of: *"I'm so sorry, I wish I could help but I'm just swamped right now, and maybe if things calm down I could..."*

Try: *"I'm not able to take this on, but I hope you find the right person for it."*

Instead of: *"Let me think about it"* (when you already know the answer is no),

Try: *"This sounds great, but it's not a fit for me right now."*

Notice how short and clear those are? No long backstory. No guilt. Just a kind, simple no.

Here's the truth: the longer you explain, the more room you give someone to negotiate with you. And your boundaries are not up for debate.

The way I think about it is this: if I say yes to something that wasn't meant for me, I might actually be taking the spot from the person who *was* called to do it. And I don't want to get in the way of that.

Creating Space for What Matters

It's easy to think boundaries are all about saying no. But the real power of boundaries is in what they make space for—the best yes.

That space is called *margin*. And without it, even the good stuff starts to feel heavy.

Think about your calendar. If every single hour is packed, one late meeting or unexpected phone call can throw your whole day off. That's what life without margin feels like—tight, stressful, exhausting. But when you leave room, suddenly your week can breathe again.

Margin shows up in all kinds of ways:

Time margin. This is the breathing room in your days and weeks. It's leaving space between meetings, building in transition time, not cramming your calendar so full that the smallest disruption sends everything spinning. Time margin makes your schedule breathable again.

Emotional margin. Just because you *can* carry something doesn't mean you *should*. Emotional margin means not saying yes out of guilt, and leaving yourself room to handle life without feeling maxed out all the time.

Financial margin. Even a little bit of margin in your budget can change a lot. It gives you breathing room so your choices come from wisdom instead of pressure. Financial margin isn't about

piling up money—it's about having the freedom to say yes (or no) without fear running the show.

Creative margin. Your best ideas don't come when you're running nonstop. Creative margin is giving yourself unstructured time. Time to think, dream, even be bored. (My kids hate that word, but boredom is often where creativity sparks.)

When you don't have margin, everything feels cramped and rushed. When you do, you finally have space to enjoy the people and opportunities you don't want to miss.

When Boundaries Feel Impossible

Now, if you're like most people, this is the part where the “yeah, but” thoughts start rolling in. I've had them too (and still have to catch myself):

“I don't want to disappoint people.”

Being honest about your limits is *kinder* than overpromising and underdelivering. Short-term disappointment is better than long-term resentment.

“What if I miss out on something important?”

Not everything that looks important *is* important. The fear of missing out is real—but so is the joy of *not* missing out on your actual calling.

“I feel guilty saying no.”

That guilt? Sometimes it's a sign you're growing. You're choosing values over people-pleasing. That's worth celebrating.

“But this is such a good opportunity.”

Not every opportunity is meant for you. Hard truth, but it's true.

There's a big difference between what's "good" and what's **best**. It's easy to choose between good and bad—but we have to be much more intentional in choosing between good and best.

"What will people think?"

Here's the thing—The people who matter will respect your boundaries. The ones who don't... probably aren't meant to shape your decisions anyway.

What Jesus Taught Us About Boundaries

But maybe you're still struggling with this whole boundaries thing, especially if you're a person of faith. Some of us struggle with boundaries because we think they're unloving or ungodly.

But look at Jesus—He had crystal-clear boundaries about His mission, His time, and His energy. He didn't heal every person. He didn't travel to every town. He didn't say yes to every request.

In fact, He often pulled away from the crowds to pray alone—even when people were waiting for Him. And when demands came that would have pulled Him off course, He said no. Not because He didn't care, but because He was focused on what His Father actually sent Him to do.

That's the thing: His boundaries weren't selfish—they were faithful. They were what allowed Him to love people well without getting pulled away from His mission.

And the same is true for us. Your boundaries honor God when they help you steward your time, your energy, and your calling. They don't make you less loving. They make you more focused on the love and work you're actually called to give.

Here's the Bottom Line

Boundaries aren't selfish. They're filters that keep the noise out so you can give your best to what matters most.

“Your boundaries honor God when they help you steward your life well.”

Your family needs you *present*, not constantly overwhelmed and busy.

Your clients need you *energized*, not running on fumes.

Your calling needs you *focused*, not scattered in a hundred directions.

And the people who truly love you? They'll cheer for your boundaries. Because boundaries don't take you away from what matters—they keep you right at the center of it.

When you protect what matters most, everybody wins.

* * *

Okay, so you're getting better at protecting what matters. But what about sustainability? How do you build a life and business that doesn't burn you out six months from now? That's what we'll dig into next. Let's talk about building for the long game.

Apply It

What's one boundary that, if you set it, would instantly create more breathing room in your life? Write down one small step you can take to start putting it in place.

The workbook includes a Boundaries Blueprint page where you can map out your first steps.

IV

BUILD WHAT LASTS



11

KEEP GOING—STRONGER THAN BEFORE



Growth that doesn't require burning out

I wish I could tell you that once I learned to slow down and build differently, I never struggled with it again. That I never slipped back into old patterns or felt the pull of hustle culture whispering, *“Do more. Prove more. Be more.”*

But the truth is that it still happens more often than I'd like to admit.

This isn't a one-and-done lesson. It's something I have to practice every single day. Because the world will keep shouting, “Faster! Bigger! Now!” And if you're wired like me, that voice in your head can get loud.

The pressure to keep climbing, to hit the next milestone, to measure your worth by how much you produce...it's a constant battle. And maybe you've had moments, like me, where you thought, *“If I slow down now, I'll lose everything I've worked for.”*

Here's what I want you to know: slowing down isn't quitting. It's wisdom. You have to pace yourself because sustainability is the real growth hack.

Now, I know that sounds simple and great on paper, but in real life, what works is never some perfect, neatly packaged plan. It's the

small, doable things you work into your everyday life that keep you growing without burning out.

Why Goals Alone Won't Get You There

For years, I treated growth like a sprint—push hard, hit the goal, crash, repeat. And it worked... until it didn't. I was tired, uninspired, and honestly starting to resent the very work I used to love.

What I didn't realize back then is this: goals are great for giving you direction, but they're terrible at keeping you steady when the excitement fades.

You know what will keep you steady? Rhythms.

Think of it this way: a goal is your destination. A rhythm is the path to get you there.

a goal is your destination. A rhythm is the path to get you there.

- A goal says: *"I'll write a book this year."*

A rhythm says: *"I'll write for 30 minutes every Tuesday and Thursday."*

- A goal says: *"I want to grow my business to six figures."*

A rhythm says: *"I'll connect with people daily and send one email a week."*

Do you feel the difference? One feels heavy and overwhelming. The other feels doable and repeatable. But the best part is when you miss a day, you haven't failed. You just pick up with the next rhythm.

Which is why the next part is important, because in order to make and keep rhythms, you first have to know how much you can handle.

Finding Your Capacity

We're always told what to do to grow a business, but we don't take into consideration or talk about the fact that everyone's capacity is different. There's no "right or wrong," just different. The problem isn't your capacity; it's pretending it's the same as someone else's.

Someone once described it like this to me, and it made so much sense: Some people are "platters" and can handle a lot. Others are more like "dinner plates" and can hold a decent amount, but there's still a limit. And some are "teacups." They can only hold a little at a time.

Once I understood that, it shifted something in me. I stopped expecting everyone to move at the same pace or get the same amount done (which helped me get less frustrated with people). It also helped me stop comparing myself and trying to keep up with others.

But the problem is that our culture often celebrates the "platters." Bigger. More. All at once. So when a "teacup" does their very best, it can look like it's not "enough." And if they try to carry what a platter can, something's going to give.

That's why knowing your capacity matters. It keeps you in your lane and frees you from constant comparison. It's not an excuse to slack off or settle—it's just a reminder to show up fully for what you can carry, and to carry it well.

Take a minute and think:

- When do you feel most energized?
- What drains you fast?
- What signs tell you you've taken on too much?

Which ties right into something else that completely shifted how I work and I hope it helps you too. It's all about learning how to live in the season you're in, instead of constantly fighting against it.

Your Business Has Seasons Too

Not every season is meant to be big and busy. Some bring fresh ideas and momentum. Others are slower, where you're just doing what you can to keep things moving.

I used to think the slower times meant I was doing something wrong, like if I wasn't "on" all the time, I must be falling behind. But over time, I've realized business moves in seasons, just like life does.

Some days feel like spring—new ideas, fresh starts, trying things out to see what sticks. Then summer shows up, and it's all about being steady, consistent, doing the work day after day. It can feel tiring, but that's where real growth happens.

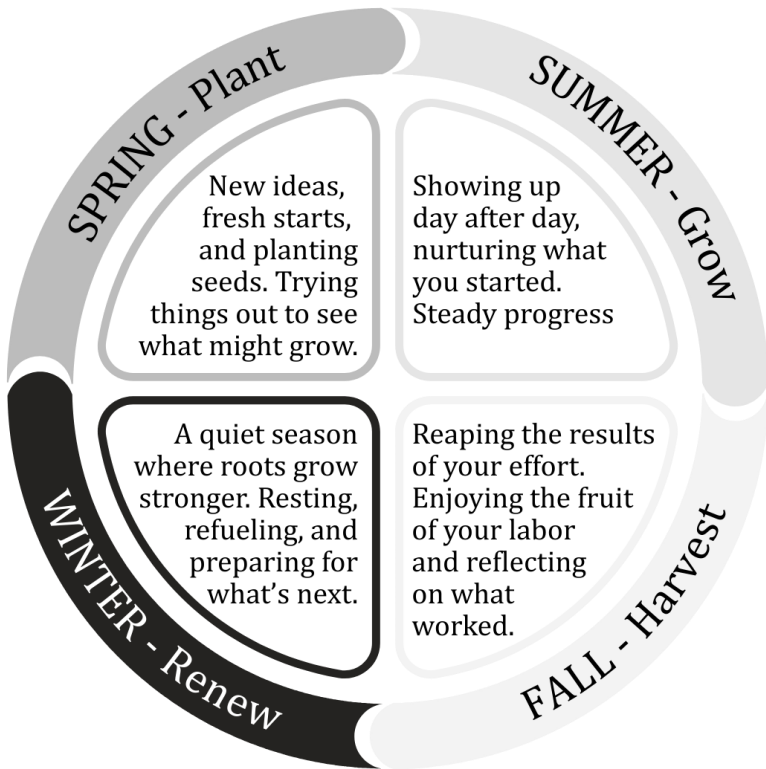
Eventually fall comes, the season of harvest. You start to see the results of all that effort. And then winter arrives. It's quiet, even uncomfortable sometimes. From the outside, it looks like nothing's happening. But underneath? Roots are digging deeper, getting ready for the next season.

We don't usually love the winter season in business, but it's what makes the other seasons possible. You can't live in spring all year.

You can't harvest without planting first. And you can't keep running without rest.

So if you're in a "winter" right now, don't rush it. Rest isn't falling behind—it's part of the process. Even God built rest into creation—not because He needed it, but to remind us that we do.

What season are you in right now?



Keep Going Without Burning Out

Honestly, it feels like life is always running at full speed, doesn't it? There's always something pulling at your time and energy. That's why paying attention to your capacity and the season you're in is so

important. You don't have to push at the same pace all the time. You can find a rhythm that helps you keep moving forward without burning yourself out. Here are a few simple keys to remember that will help:

- **The 80/20 Rule.** Most of your results come from just a few things you do. Figure out what those are for you, lean into them, and let the rest take a back seat.
- **Minimum Viable Progress.** On the days when motivation is low, just ask, *what's the smallest step I can take right now?* One email. One post. One call. Done.
- **Energy Audits.** Pay attention to what drains you and what actually gives you energy. Then adjust. Your calendar should reflect your priorities and values, not just your obligations.
- **The Compound Effect.** Small, steady actions add up way more than those giant bursts you can't keep up with. (And this is also the title of one of my favorite books.)

The goal isn't perfection. It's staying steady and making progress, even when life feels full.

You Don't Have to Go So Fast

Here's the thing. This isn't just about systems or habits, it's about trust. Trust that slow and steady really does work. Trust that caring for yourself isn't optional, it's essential. Trust that God's timing is better than yours, even when it feels slow.

You don't have to sprint to prove yourself or juggle everything to make an impact. You can build with margin, with space for real life,

and still grow. In fact, most of the time you'll see better results that way.

So ask yourself: what's one rhythm that could help you focus on what matters this month? What could you say no to in order to make space? And where might you need to trust God's timing more than your own?

At the end of the day, remember this: you're not just building a business, you're building a life. And how you build it matters just as much as what you build. You really can have both—impact and peace, success and room to breathe, growth without all the chaos.

Sometimes that looks like slowing down when everyone else is racing ahead, protecting your energy, and trusting that God's plan is better than anything you could hustle together on your own.

And I promise—it's worth it.

* * *

This foundation you've built? It's not just for the easy seasons. It's what will help you stay steady when life shifts and things feel uncertain. That's where we're headed next.

 **Apply It**

Think back to a time you wanted to quit but didn't. What lesson from that season could help you? Jot it down as a reminder.

12

SEASONS YOU DIDN'T SEE COMING



Because Change Isn't Always Part of the Plan

Life has a way of surprising us. Some surprises are hard. Some are beautiful. And some are both at the same time.

I thought I had figured things out. My kids were 14 and 11. We were past the baby stage—no more sleepless nights, no more diaper bags. They were both in school. I loved my business, I had systems in place, a rhythm that worked, and a business that was finally hitting its stride. Life felt settled. Predictable.

And then came the surprise.

We were having another baby.

When I say “surprised,” I mean shocked, really shocked! It took months to finally wrap my brain around the fact that it was actually happening, and we were, in fact, having a third baby.

And yet, at the same time, I didn't feel panic. Still shocked, yes, but not panic. I had a peace and a deep sense that God was up to something good, even if it wasn't what I had planned.

I leaned into that anticipation: *What does God have for me in this season?*

You've probably heard the saying, "*If you want to make God laugh, tell Him your plans.*" That was me. I had my neat little picture of how life was supposed to look—and God lovingly flipped it upside down.

And I'm so glad He did. His plans are always better than mine, different, but SO much better. So instead of holding so tightly to my control-freak version of how I thought things should go, I chose to welcome His.

Because here's the thing—I'd built businesses before. But this time was different. I had something I didn't have back then: experience, lessons and a deeper trust that God's plans really *are* better than mine.

In a lot of ways, it felt like a do-over. A chance to build the kind of business I *wished* I had back when my older boys were little. Back then, I was figuring it out as I went. But now? I knew better and I wanted to *do* better.

This time, it wasn't about hustling to prove I could do it all. It wasn't about chasing someone else's version of success. It was about slowing down enough to make space for what mattered most. And in that moment, it was right there in my arms—6 pounds, 12 ounces of pure sweetness. A reminder that at the end of the day, it's family that makes it all worth it.

And honestly? After seeing how fast it all flew by with my older boys, I knew I wasn't going to wish this season away—or repeat the same mistakes. This time, I wanted to be more present. I wanted to build differently.

It reminded me that growth doesn't always mean doing more. Sometimes it means doing less, but doing it with purpose.

Sometimes it means slowing down, trusting God with what you can't control, and focusing on what matters most.

That season wasn't about hustling or trying to keep everything the same. It was about moving forward, more slowly, but with intention.

And that season taught me something I don't want you to miss: when life changes, your rhythms need to change too.

When Life Changes, So Should Your Rhythms

In the last chapter, we talked about rhythms—the patterns that help you keep showing up without burning out. But here's the thing: when life changes, your rhythms are going to change too.

And that's not a sign you're failing, it's actually a sign you're paying attention.

What worked before might feel impossible now, and that's okay. It just means you need a new rhythm.

When my season shifted, I went back to my values first. What really mattered right then? My family. My health. And having enough space to live slower, to actually enjoy life instead of racing through it. My business still mattered, of course, but it had to fit around those things, not fight against them.

From there, I started asking: *what would this season look like if it were simpler?* Did I really need 4 different offers? Did I need to show up everywhere? Nope. I just needed one plan I could actually sustain while being present for the gift God had put in front of me.

And honestly? Slowing down felt good. Different, yes, but better.

How to Realign When Life Shifts

If you're walking through a season of change, here's what I'd want you to remember:

- Start with your values. Ask yourself: *What matters most to me right now?* Not last year, not next year—today.
- Shift your rhythms. If your old routine doesn't work anymore, that's fine. Build a new one that does. Even if it's smaller.
- Keep it simple. Pick the one thing in your business that really matters and focus on that. Everything else can wait.
- Trust God's timing. He's never early or too late.

God's Plans > Our Plans

I never expected to have a baby at 40. I didn't plan for my business to shift the way it did that year. But looking back, I can see it so clearly now—God knew exactly what I needed.

That season changed me. It reminded me that my worth isn't measured by how much I get done. It gave me the chance to slow down with my new baby and also to be more present with my older boys, in a way I hadn't always been able to when they were younger.

And it showed me, in such a personal way, that God really does care about the details of our lives—even the ones that feel completely off-script to us.

God really does care about the details of our lives—even the ones that feel completely off-script to us.

His plans are always better than ours. Always.

Reflection Time

Take a minute and ask yourself, *What season am I really in right now?*

What's one small shift that could make it feel a little lighter? Maybe it's saying no to something that drains you. Maybe it's carving out 10 quiet minutes in your day. It doesn't have to be huge to matter. Write it down if you want. Pray over it. And give yourself grace, you don't need everything figured out today.

Finding your rhythm isn't about crossing some finish line. It's something you keep practicing. And the more you lean into it, the steadier you'll feel, even when life keeps shifting.

That's where the real progress happens, not in giant leaps, but in the simple act of showing up. Not perfectly. Not all at once. Just faithfully, one small step at a time..

* * *

Just one more thing before we turn the page. *You're doing better than you think. This isn't about rushing. It's about building something that lasts. So take a deep breath. You've got this!*

Apply It

What season are you in right now? And what's one small change that would help you lean into it instead of resisting it?

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YOU'VE GOT THIS



A reminder of who you are, what you're capable of, and how to keep building the other way—with purpose, peace, and bold faith.

We've just been talking about what it looks like to adjust when life shifts, about finding rhythms that fit the season you're in and trusting God's timing instead of hustling for control. Before we wrap up, I don't just want to leave you with strategies. I want you to leave with confidence.

Because here's the truth: you can do this.

Not the exhausting, keep-up-with-everyone, prove-yourself-worthy version of "success" that the world tries to sell. I mean the real thing. A life and business that actually fit you: the way God made you, the calling He's given you, the people you're meant to serve.

You can do this—**this other way**.

So Let's Talk About Your Growth for a Second?

When we started this conversation, maybe you felt stuck. Maybe you were tired of chasing someone else's definition of success while your own goals felt further away than ever. Maybe you were starting to feel

frustrated and exhausted, like what you really wanted was just out of reach.

Or maybe you're at the very beginning—just starting out—and deep down, you know you want to build something different from what you've seen. Something that actually fits your life, your values, and the way you're wired.

Can we pause for a second and celebrate what you've done here?

Seriously—this is HUGE. Most of us just rush on to the next thing and never stop to acknowledge our progress. I'm not letting you do that. Take a breath and let this sink in:

You've done some big, meaningful work. You've redefined success on your own terms. You've stopped chasing someone else's version of "enough" and started building something that actually matters to you.

You've laid a foundation that can hold the weight of your dreams—getting clear on your values, your strengths, and the experiences that shaped you. You've found your people—the ones you're uniquely called to serve—and stopped trying to be everything to everyone.

You've chosen simplicity over chaos, creating systems that actually make life easier instead of harder. You've seen that selling isn't slimy when it's rooted in integrity and service. And you've set boundaries that protect what matters most—because you finally believe your peace is worth guarding.

And maybe my favorite part? You've embraced a way of growing that doesn't demand burnout. You've chosen sustainability over sprinting—because what you're building isn't just for now. It's for the long game.

Friend, that is not small work. That's life-changing, legacy-building work. So before you flip to the next page, celebrate that. Buy yourself some flowers, pop some bubbly, grab some chocolate cake—or vanilla if that's your thing—but celebrate. Give yourself a moment to recognize what you've accomplished.

But Here's What I Really Need You to Know

All those tools and ideas? They're helpful, sure. But they're not the reason you're capable of this.

You were already capable before you read the first page.

You were already enough before you had a single strategy. You were already equipped before you knew about “boundaries” or “values” or “rhythms.”

This book didn't give you something you didn't have. It helped you uncover what was already inside you, reminded you it was there, and gave you a framework to follow.

And I need you to hear this: your story, your voice, your way of showing up in the world—it matters. Not in a generic “everybody matters” way (though that's true), but in a specific, only-you-can-do-it kind of way. The unique combination of what you're good at, what you've been through, what matters to you, and what you dream about?

That's not random. That's purpose. Every detour, every setback, every lesson learned —it's all part of what qualifies you to do the work you're called to do.

That Voice of Doubt Gets Loud

Now, I know how this goes. As soon as you start leaning into what you're actually meant to do, that annoying little voice of doubt pops up. You know the one —it whispers things like:

"Who do you think you are?"

"What if you're not good enough?"

"What if you fail?"

“Every detour, every setback, every lesson learned —it’s all part of what qualifies you to do the work you’re called to do.”

It's sneaky, because that voice shows up right when you're taking steps that matter. And if you're not careful, it can keep you stuck, hesitating, second-guessing, holding back.

When that voice gets loud, I want you to come back here. Read this slowly, and let it remind you of what's true:

- **You belong here.** In this space, doing this work, serving these people. You're not an imposter, not behind, not too late...not too anything. You're here on purpose, by design.
- **You don't need perfect to be powerful.** The hard parts of your story are what make you relatable and impactful.
- **Your dreams matter.** That vision nudging you forward isn't selfish, it's planted in you for a purpose.

Still feeling a little apprehensive?

If you need permission to step fully into what you're called to do, consider this your official permission slip:

Official Permission Slip

Permission is given to _____ on this
(your name)
date _____ to:

Start before you feel ready. Ready is a feeling, not a qualification.

Honor your unique calling. God gave you gifts and direction that won't look like theirs.

Change your mind. Pivots are part of growth. Adapting means you're learning.

Rest without guilt. Self-care *is* business care.

Charge what you're worth. Your time, energy, and expertise matter.

Set boundaries. Protecting what matters isn't selfish—it's wise.

Be imperfect. Progress > perfection. Always.

Cheering you on,

Laurie

What Happens Next

So what now? You close this book, and then what?

Here's the truth: Information on its own won't change a thing. It's what you *do* with it that matters. You've come this far—don't stop now.

But listen carefully: you don't have to do everything at once.

Pick one thing. One chapter that hit you. One exercise you need to go back to.

One boundary you know you need to set. One person you need to reach out to. One next step that feels doable right now.

Start there. Then take the next step. Then the next.

Celebrate the small wins as you go—they matter. Not because you have to prove anything to anyone, but because your calling is calling.

God has already equipped you for the next step. Trust Him with the outcome.

The people you're meant to serve are waiting. The impact you're here to make depends on you showing up.

The life you're meant to live is available to you—not all at once, but one faithful step at a time.

“The impact you're meant to make won't happen without you showing up

My Prayer for You

As we finish up I want you to know this: I'm praying for you.

I'm praying that you remember who you really are when the world tries to squeeze you into someone else's mold.

I'm praying that you trust what God's already whispered to your heart, even when other voices make you second-guess yourself.

I'm praying that you keep going when the path gets unclear or the progress feels slow.

I'm praying that you pause to celebrate the wins, both the big breakthroughs and the quiet victories no one else sees. That you give yourself grace when things don't go as planned, and that you keep coming back to your *why* when the *how* feels complicated.

Most of all, I'm praying that what you build is more than just "successful." That it's meaningful. Purposeful. Life-giving.

And ultimately, that you live fully into the purpose and calling God has placed on your life.

A Final Reflection

Before you close this book, I want to leave you with one last activity. It might sound a little morbid at first—but stay with me. One of the most powerful things you can do is write your own obituary. Seriously.

Picture what you'd want people to say about your life—the impact you had, the way you showed up for the people you loved, and the work you poured yourself into.

Why do this? Because when you get clear on how you want to be remembered, you can reverse-engineer how you want to live right now. It helps you measure your choices against the bigger story of your life—not just today’s to-do list.

Try this:

- Write down three things you’d hope people will remember most about you.
- Jot a few lines about the difference you want your life to make.
- Then ask yourself: *What would need to change today to move me closer to that vision?*

Let that vision guide you, but hold it open-handed and let God shape it. Use it as a filter for your yeses and your nos, and let it remind you that every little choice adds up to the legacy He’s writing through you.

Because at the end of the day, that’s what this is all about. Not hustling harder. Not measuring yourself against someone else’s timeline. But building a life and a business that actually reflect who God made you to be.

Before You Go

Thank you for letting me step into your world—your dreams, your struggles, your “what if” moments. Thank you for being brave enough to try a different way, even when it felt scary.

The truth is, the world really is about to be a better place because of what you’re building. And I don’t say that lightly—I mean it. The

people you're meant to serve? They're already out there waiting for exactly what only you can bring.

You can absolutely do this.

The messy parts and the beautiful parts.

The scary parts and the exciting parts.

The figuring-it-out-as-you-go parts and the oh-my-goodness-I-actually-know-what-I'm-doing parts.

You're building something amazing—something that fits your life, serves your people, and makes you proud to put your name on it.

So go ahead—step out and do the thing.

I'll be over here cheering you on, doing a little happy dance every time I think about what you're creating. I'm ridiculously excited about your future, and I can't wait to hear about the other way you've built.

One Last Story

Remember my grandma? The one from the prologue? When she was in the hospital, the doctors told us she had “hours to days” left. But she's always been strong and stubborn (in the best way). While she was in the hospital she'd say, in her thick Russian accent: *“Doctors don't give me my days, God does.”*

And here we are, months later, and she's still with us. Still surprising everyone. Still living proof that the doctor's timeline wasn't the final word—God's is.

She has never let someone else's timeline define her story. And neither should you.

People might say something can't be done. And maybe even your own doubts whisper the same thing—that you're behind, not ready, or that it's too late. But here's the truth: God's timing is perfect. His plans are better than yours. And He has good plans for you—plans to prosper you and not to harm you, plans to give you hope and a future (Jeremiah 29:11).

So when the world counts you out, or you're tempted to count yourself out, remember this: your story isn't over. There is always another way.

The Other Way

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P.S. You now have The Legacy Method in your hands. My hope is you'll come back to these four steps whenever business feels heavy or off track. And I'd love to hear from you—in the wins, the messy middles, and everything in between. I'm cheering for you always.

Apply It

Your next step might be to simply start putting these ideas into practice. But if you'd like more support, that's exactly why I created my *Leads to Legacy* program. Inside of it I help you build a business you love without sacrificing the life you want. You can learn more and join us at www.simplysavvy.co/legacy

ABOUT THE AUTHOR



Laurie Re is the founder of Simply Savvy and Simply Summits, where she helps entrepreneurs cut through tech overwhelm and busywork to build simple, sustainable systems that actually work. With sixteen years of entrepreneurial experience and over a decade coaching hundreds of business owners, she's seen firsthand that the best strategies are the simplest.



Her own journey was full of pivots and “aha” moments, which led her to her true strength: making the complicated parts of business clear and doable. She believes success isn't about doing more, but about doing the right things in a way that fits your life.

That's why her work goes beyond systems. Laurie helps entrepreneurs uncover their strengths, wiring, and natural style, then design businesses that align with who they are. Whether it's clarifying an offer, choosing the right client pathway, or streamlining a funnel, her approach blends practical strategy with personal alignment to move clients from scattered and stuck to clear, consistent, and empowered.

Beyond business, Laurie is a wife and boy mom of three. She understands the challenge, and the joy, of building a business while staying present for what matters most. To her, legacy isn't measured in revenue or reach, but in building a business that supports the life God designed and called you to live.

Connect with Laurie and get more resources at SimplySavvy.co/book.

