

HOW TO USE YOUR FEMININE ENERGY TO BUILD YOUR BUSINESS

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7 Tips for a Feminine Business



Introduction

Two years ago I was dangerously close to giving up on my business...

I felt like no matter what I did, I wasn't seeing results!

I worked harder, and harder, and harder... until I *burnt out*.

I spent the next 2 months just "being". Not trying to grow my business. Not trying to be productive. Not making progress. Just *being* where I was.

It was during this phase of rest that I had the biggest breakthroughs, downloads and got crystal clear on my next steps... without even trying!

I decided to quit trying to follow everything I'd been *told* about business, and to just do things in a way that *felt good*. The results were dramatic! I went from a handful of customers to over 1,000 in less than 12 months.

Here is some of what I've learned over the past 4 years in business about honoring my feminine essence instead of working against it!

I hope it will help you tap into your natural creative power as you bring your soul's gifts into the world.

xo,

Laurie-Anne

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#1 - Rhythms & Cycles

The first principle of using your feminine energy is to trust in your rhythms and cycles.

I've found that in the business world it is easy to buy into the belief that things should always be growing, always moving faster, always getting better.

Up, and up, and up!

Real life doesn't work like that. We have "ups" *and* we have "downs".

I've found it really helps to allow my business to mimic nature. The river ebbs and flows, the moon waxes and wanes, the leaves grow and fall.

Nature is never rushed, and yet everything happens perfectly.

Trust in both the larger planetary rhythms and cycles (example the energy of spring, summer, fall and winter) as well as your own personal rhythms and cycles (e.g., your menstrual cycle, your circadian rhythm and energy levels hour to hour).

As a person, I'm pretty obsessed with efficiency. If I change lanes while I'm driving - I make a mental note of the car that was in front of me before I switched lanes so that I can know if that move actually got me there any faster.

I'm always looking for the most efficient path...

Turns out, the most "efficient" way to do anything is to take the right action at the right time.

Act too soon and you're not ready. Act too late and you've missed the opportunity.

The more in touch you become with your own natural rhythms and cycles, as well as the more in contact and in tune you are with the earth, the more easily your creations will come to life.

Resources

[The Optimized Woman - Miranda Gray](#)

A great book on timing your business with your menstrual cycle.

#2 - Deliver Consistently - Work Seasonally

In business these days, it is more important than ever to remain an active presence with your leads and in your customers lives.

There are so many distractions in life that, if we don't continue to interact with our leads and customers, they will forget about us all together.

This can create a dilemma between honoring our rhythms and cycles and being able to deliver consistently.

If you're supposed to release a podcast episode every week, what do you do on the weeks when creating that episode doesn't match your current cycle?

Enter the beautiful world of *Batching*!

Batching is where you work in "batches" creating multiples of your content or products while you are in a season of hustle.

This allows you to drip release (one piece at a time) your content over the next several months, and to time your next creative burst to a time that matches your cycle perfectly.

One of my mentors batches all of her content marketing for a year by recording 60 videos in 3 days of filming!

I haven't worked my way up that high yet, but I do record my content quarterly. This is both an efficient time saver and allows me to fully focus on my creative work when I am at my most creative!

#3 - Seek Out Community

The feminine is naturally attuned to desire community. Being an entrepreneur can be isolating and lonely.

As you build your business, I strongly encourage you to seek out mentors and peers who are playing the same game that you are.

We become the average of the 5 people we spend the most time with. Are the 5 people you spend the most time with the kind of people you aspire to be like?

When I first started my business I didn't know very many entrepreneurs. I was the first in my family and all of my friends from growing up had "stable jobs".

It was through joining different business communities, trainings and workshop events that I met many of my close "business buddies".

Having community to share the journey with makes the journey much more enjoyable and actually improves your odds of being successful.

There is an amazing effect of seeing one of your peers reach a new level of success. *If they can do it, so can I!* For me it has been particularly helpful to see other *women* being successful.

If you're the kind of person who will do more for others than you will for yourself (and many women are) start using that to your advantage!

Offer to lead a mastermind group - set an accountability structure, and commit to showing up and leading by example.

#4 - Receive Support

If I could go back and give my younger self business advice, the first thing I'd say is:

Hire sooner.

I wish I hadn't waited as long as I did to allow myself to receive support in my business. It is when I really allowed myself to build a team that my business started to grow at an exponential pace.

It can be easy to get stuck in the identity of being a *solopreneur*.

I can remember looking at how prolific many of my business idols were and feeling bad about myself because I was "so behind".

Here's the dirty little secret: most of your business idols are not solopreneurs. They have entire teams dedicated to helping them full time.

There is a very real limit on what 1 person can accomplish entirely on their own.

At some point, we all need help.

Who to Hire

The question now becomes - when is the right time to hire someone and who to hire first?

My advice - the best time to hire someone is as soon as you can budget for it, AND you should know NOW how much budget you need to hire that person so that you can actively work towards it.

As for who to hire - my advice differs from a lot of what is out there.

Most people say to hire someone to do the work that you hate doing the most. I actually think that person should be your second hire, not your first.

Your first hire should be someone who helps you grow your business. A sales or marketing expert.

Here's why - when you hire someone who can help you grow your business, they will end up paying for themselves. *Then* you can go and hire out the remaining jobs you have (and that first hire will continue to help you pay for the rest of your team too).

When you double the number of people working on growing your business, hopefully you will at least double your sales as well. This makes it a whole lot easier to hire team and reinvest in your business' growth.

#5 - Focus on Your Flow Zone

The sooner you are able to receive support in your business, the sooner you can free yourself up to focus on your “Flow Zone”.

Your Flow Zone is comprised of the work activities that you are uniquely gifted at, that you are energized by, and that have a strong positive impacts on your business results.

My Flow Zone activities are coaching, teaching and being interviewed. Hah, basically anything to do with talking ;)

Now there are lots of other activities that I am good at, and plenty that I’m competent at, but those are the only activities that when I do them - time disappears.

Those are the activities that I should be doing as much as possible in my business.

In order to do this, I need to create systems, automations and hire team for all of the other business activities (and there are *a lot* of other business activities).

So what are your Flow Zone activities?

Pay attention to the things that you love to do and that you do naturally. Start to notice whether you gain or lose energy by doing different business activities.

Once you know your Flow Zone activities, start to track what percentage of your working time is spent on these activities, and work to be ever increasing that percentage.

When we are in flow and giving our unique gifts is when we will have the biggest impact on the world and produce the greatest results for our business.

#6 - Informed by Data, Decided by Intuition

One of the lessons I've learned (and continue to learn) is how to strike a balance between being guided by my intuition and being informed by the facts.

Here is my motto now: *Informed by Data, Decided by Intuition*.

What this means is that I'm going to track and look at the numbers. I'm going to measure the results of tests I run. I'm going to interview my customer and ask what THEY want. I'm going to research and see what my competitors are doing.

In other words, I am going to go and get the data.

Buuuutttt I'm going to make big decisions from my intuition.

If something doesn't feel right, I don't do it.

If my energy doesn't want to go there, I don't force it because it sounds like a "good idea".

Four years into business with more discontinued & failed projects than I am going to count, I've realised that if the guidance doesn't come from Spirit, it ends up being a waste of time anyway.

So there's really no point in doing something just because it sounds good, or other people are doing it, or it seems like easy money.

Remember, the most efficient path is doing the right thing at the right time. It is allowing the Divine Timing to unfold.

#7 - Know & Hold Your Boundaries

Boundaries, boundaries, boundaries.

The larger your business grows, the more requests and demands people will have for your time. “Just a quick favor” requests can add up seriously fast.

You need to be fierce in creating and holding your boundaries. As a business owner - YOU are the business. Especially in the beginning before you have a proper team.

If you go down, chances are the business isn't far behind you.

So if you are serious about getting your work out in the world, if you are serious about other people benefiting from your offerings, then you MUST be serious about protecting yourself.

No one else is going to do that for you.

Managing your energy is your job.

So start to notice what kind of interactions drain you. What boundary can you create to minimize these?

For example, I hate email. It sucks the life out of me like a high end Dyson Vacuum cleaner set to “turbo”.

I mean it drains me.

So I never offer email coaching. Energetically, it takes so much more out of me than just the few minutes it actually takes to respond. So I don't do it. Not even for my 1 on 1 clients. If they email me a question, I respond letting them know I don't provide email coaching, but we can discuss it on their next call and we can move their call up sooner if it is an emergency.

Get creative about how you can hold your boundaries and still let other people know that they are important to you.

Having boundaries is about creating a workable ecosystem that you can operate in.

The only people who will have a problem with you creating boundaries are the people who benefit from you not having any.

So check your people-pleaser at the door and zoom out to the bigger picture.

Saying “no” to someone’s request is worth the discomfort to protect your energy, and ultimately protects the longevity of your business.