

Christi Johnson ([00:05](#)):

Welcome to the rising tide Greenville podcast. We are the local chapter of the rising tide society, a community that exists to empower the creative economy and unite small business owners in the spirit of community over competition. Every month we meet to talk about a different business topic and to come together, to learn and grow every two weeks on this podcast, we spotlight a business owner doing amazing things. We usually spotlight local small business owners, but today we're bringing in an gin. Taylor is gonna be talking with us about eight CEOs and you how to balance the core areas of your business. We had an amazing conversation about scheduling CEO days for yourself and how to balance all of the tasks and everything that you have to do in your business. She helps you streamline those processes and make sure that you can get all of that done and still have time to live your life.

Christi Johnson ([01:08](#)):

So let me tell you a little bit about Jen before we have our conversation. Jen is the owner and founder of tailored events. She carries over 15 years of wedding planning experience and has earned a wealth of knowledge throughout her career while owning her own business and running it. She had the pleasure of working alongside highly innovative and talented creatives throughout the industry and beyond. And she noticed that many creatives are predominantly right brained, wildly, imaginative, and expressive, but missing the necessary structure to create logical systems in their companies. In watching Jen Taylor consulting, she made it her mission to help creatives build streamlined workflows processes and procedures so they can grow their business and spend their time on what they love most their craft, their family, and their life. Jen's systematic knowledge of the inner workings of creative business has brought her to national stages and major industry publications.

Christi Johnson ([02:02](#)):

She has spoken at conferences like the special event, NACE experience, the wedding network, ABC, and so much more. Her experience has also graced the pages of wedding wire, EDU, special events, cater source, book, more brides, honey book, and wedding planner magazine. She's an amazing person. And outside of work, you can typically find her traveling throughout the west coast or in Maui. <Laugh> the two markets her company serves for destination events. She also has a pension for cooking and can be often be found sipping on a refreshing glass of wine. We had an amazing talk and I'm so excited for you to hear it. Eight CEOs and you, how to balance the core areas of your business with gin Taylor gin. Thank you so much for being here and welcome to the show.

Jen Taylor ([02:45](#)):

Thank you so much for having me Christie.

Christi Johnson ([02:47](#)):

So I'm really excited for this topic where our audience is small business owners Tuesdays together is such a great part of the events industry here. And I'm just, just super thrilled to have you on the show, especially to talk about this topic of eight CEOs and you, how to balance the core areas of your business, which we all need help with balance <laugh>. So let's just jump right in. What would you say are the eight core or strategic areas of your business?

Jen Taylor ([03:21](#)):

Well, the eight CEOs in your head, the reason why you're so crazy is because they're all in your head and they all have to get out. So you've got financial, you've got marketing, you've got operations, you have

client experience, you have systems, you have products and offerings. You have a team and you have to worry about yourself. You know, you notice how yourself always comes last, but those eight CEOs or those eight strategic parts of your business all need some kind of love throughout a day, a week, a month. So that's, that's why you feel so crazy with business.

Christi Johnson ([03:56](#)):

Yeah, because it, it seems like, especially as if you're a solo entrepreneur or someone who has just a very small team, it can be very overwhelming to realize, oh my goodness, I need to think about all of these things. And, you know, we get into business because we love our craft or whatever it is that we do. And then all of a sudden you're like, oh wait, I, did I just sign up to be a CEO? Is that what just happened?

Jen Taylor ([04:20](#)):

Yes, you did.

Christi Johnson ([04:21](#)):

Yes. so what are some ways that we can kind of make sense of all these different areas and really give them the time that they deserve, but also without being overwhelmed all the time and feel like we're spinning our wheels.

Jen Taylor ([04:37](#)):

Yeah. So it's, it's really thinking about your business in those compartments. So you have those eight CEOs. So what do you need to do for your financials that day or that week, or that month? So, you know, kind of think about your business as you know, those, those silos and what are you gonna do for financials? Do you check your bank, you know, balance every day or do you wait and do that once a week? What's that task? What are your CEO days and what are those things that you can do on those days that can help you with your business with operations? Do you have a standard operating procedure? Do you need to write one? You don't need to sit down in one day and write it, but if you have a CEO data, like, okay, today for a half an hour, I'm gonna work on my workflows for this part of my, my business, same with client experience.

Jen Taylor ([05:30](#)):

Those are all things that you, you work on. You just don't know you're just doing it. Mm. So it's really taking the time to say, okay, here is my, my standard operating procedure. And it really goes through all of those eight CEOs to talk to, to help you walk through that every, you know, every day or once a week, once a month, once a quarter, I have a small business task list that I'm happy to share with you guys that will break that down and say, you can go, oh, okay. It's not so crazy as I think it is.

Christi Johnson ([06:04](#)):

Mm. Yeah, we definitely will share that task list with you guys and be sure to put the, the link for that in the description. So look out for that. So what are some ways that you would say we could prioritize and, and maybe think about the different, the eight CEOs and kind of decide, okay. Do we need to be looking at this part of our business every single day? Or do we need to be looking at it every single week? Is there some way that you would think about strategizing that or, you know, I've seen some <laugh>, I sometimes I'll get into systems and I'll get into planning my schedule for example, and I'll say, okay, this is the way it's gonna work. I'm gonna have, you know, marketing days on Tuesdays and financial days on

Fridays, and this is how it's gonna go. And then inevitably something happens and it falls off the rails. And then all of a sudden I'm back to kind of just spinning the plates. And sometimes some of them are dropping and you're like, what's going on? <Laugh> so is there some way we can prioritize?

Jen Taylor ([07:13](#)):

Yes. So it's really thinking about what are the parts of your business that you really need to work on? You know, most people need to work on financials, marketing and operations. Bulls are probably the top three in every business unless you're hiring and that can move up. They're always moving around, but my suggestion is to really take a day and make it a CEO day, make it where you, you're not working each day on a different thing. You're taking one day and saying, okay, this week, what are the things I need to work on with that? It helps letting you just, just know that, okay, I've gotta work on this. You just write it down on a list. Okay. This day is my CEO day. This idea popped in my head. I better sit down and write this down because I don't have, I don't want to work on it right now, but I need to work on it on my CEO day.

Jen Taylor ([08:04](#)):

And most people, most of my clients, either it's Monday or it's Friday. And, you know, sometimes it's an all, it's an all day thing. Some days you might break it up, like, that's what I do. I do half day on Monday in the morning and a half day in the afternoon on Friday. So it's something that is just like, okay. And it's a time to reflect. It's a time to kind of pause, think about your business, let it, you know, just be with it, but also know like, okay, maybe, you know, maybe Friday, it's all the kind of the fun things that you wanna do with your business. Maybe it's the, you know, oh, I wanna look at this or I wanna take this class. And then Mondays are the, okay, I gotta get down to business and look at numbers. And I gotta, I gotta write my social media. I've got to, you know, and then there's days that you're always with social media, you're always commenting. You're always, that's, that's an marketing is kind of an ongoing thing, but it's, it's more of just, okay, when am I gonna have time to write my post? Or do you have a team that does that, do you need to, you know, it's really based on a business on your business. That's why I design your business is so big. I it's, every business is different. So I'm just giving you the, the tools to make the business yours.

Christi Johnson ([09:16](#)):

Mm. Yes. And you mentioned design your business, which is your Facebook group, which we're gonna link as well. I just joined that. It looks amazing. So I would encourage every one of you listening to check that out. So when it comes to these days, I love the idea of having a CEO day. And I love the idea of doing it Mondays and Fridays, because that gives you kind of book ins for your week where you're constant, like kind of getting that big picture idea of your business and what's happening so that, you know, what's going on in your business instead of being like, oh, I don't, I don't know what's happening. <Laugh> so when it comes down to these big picture visions that you might be working on on your CEO days, how can you start to kind of break down those big picture, vision ideas into goals and create a plan that will actually work for you?

Jen Taylor ([10:12](#)):

Well, I just, I just did this with a girlfriend for her team. She took us on a, on a retreat to Napa I'm like, I'll go, I'll talk. So we were actually talking about goals. And so, you know, you have your, you know, you, you wanna look at your vision, what's your three year vision for your business. Well, then you take that down and say, okay, what can I out of those out of my three years, what are the, what are the things in

there I wanna get done? And then, okay, what can I do this year? And then, or, you know, what are the steps to take me to those goals? And what's the first step that would be this year. Maybe you wanna start a, you know, a YouTube channel. Okay. Well, the first thing I need to do is listen, you know, learn about YouTube.

Jen Taylor ([10:53](#)):

Okay, that's my goal. And then what's the five things underneath that that will get you to that goal. Mm. And that's, that's what you think about, and it's not, you wanna break it down into 90 day chunks. Mm. So what can you do? You know, so you've got a big year goal. I've got, you know, create a YouTube channel. Okay. The first 90 days, listen to the, you know, listen to this class, do that in 90 days. Okay. Then the next 90 days, I'm going to implement that plan. The next 90 days, I'm going to, you know, whatever that is. And underneath those, those quarterly goals are the five things that you can do to get to that goal. So you break it down, you just take it and break it down into bite size pieces. You know, it's the book, eating the frog, you know, it's all those things that people show you, oh, you should read this. You should do that. It's really just breaking it down into, into, into minor micro goals that you wanna get done.

Christi Johnson ([11:53](#)):

Yeah. Those micro goals are so important because it can take away some of that fear of having such a massive idea or a massive project in your head. Because if you think, oh, I wanna start a YouTube channel. You know, if you write down the first step is, oh, log onto YouTube and, and change my cover photo or something like that. That's something that you can actually do instead of be like, what start a YouTube channel. What does that mean? How am I gonna get subscribers? How am I gonna continue to put content on every single day? <Laugh>

Jen Taylor ([12:25](#)):

Yeah. You don't, you, you just get in your head. I mean, we do, we can just get in our head. So it's really just, just taking it and saying, okay, yeah, like you said, today, I'm going to listen to the first, you know, the first section of this four section, you know, class, and I'm going to do the homework. Okay. That's great. That's what I'm gonna do this month or this week. And then yes, go on to YouTube. Change my, my profile picture, or maybe even have, have my graphic designer create a YouTube. It, you know, those are all things you can just mark off the list and go, yay. I mean, there's times I read a, I mean, I have a list in front of me right now of things I wanna get done today. And there's some things there's some days that I write down something I've already done, so I can just cross it off

Christi Johnson ([13:06](#)):

<Laugh> yep.

Jen Taylor ([13:07](#)):

Because I'm like, okay, great. I've done that. I've done some, you know, cause sometimes it's just your brain going, oh, I've done something. Okay. Now I can get onto the next thing.

Christi Johnson ([13:16](#)):

Yeah. Easy wins are so important to kind of keep that motivation, going to keep your to keep your sanity and, and think, yes, I'm doing something. So let's talk a little bit about you know, making these tasks lit task list. You mentioned, one thing you'll do is write down everything that you need to do. And then

you'll kind of address that on your CEO days. What about those days when you don't get to everything on your list, does that cause you stress and anxiety? Or do you have a system for that?

Jen Taylor ([13:50](#)):

I so backstory on me and it's, it's sad, but I I'm in a good space. So in 2018 on Halloween, I, I had to let my husband go. He passed away. So I had a huge task. I had a huge task of, I have to move out of this house. I have to create a new life and I have to do all of this. So, and I'm very task oriented if you haven't figured that out. I, I had a list and there is days I couldn't. I mean, there that's there's days I couldn't get to anything and you have to give yourself grace. There's no, there's no. If ands are butts, like if you can't get to everything, that's okay. You have tomorrow and you have the next day, you know, I've got a big landscaping job that I have to do. And I just got a bunch of quotes.

Jen Taylor ([14:42](#)):

I got three quotes from one landscaping company and I was completely overwhelmed and I'm like talking to my, my boyfriend and he's like, you know, we have time. It's okay. You, you don't have to do everything all at once because there I'm getting into, like, I have to do the whole job all at once. He's like, no, you can break it down. So it goes into your own life is like, it's okay if you say, okay, I'm good. I'm in a good space. I've done what I can today because there's, there's factors that come into the date. I mean, I talk about you'll. If you join the Facebook group, you'll see a thing on boundaries and expectations. You, you, you have that. But if there's days that, you know, the, you know, working from home and your kid beats on the door and bleeding from the eye sockets, your days now completely ruined and not ruined, but it's completely off the tracks

Christi Johnson ([15:31](#)):

Different than what you had planned different.

Jen Taylor ([15:33](#)):

And so then you're like, okay, I didn't get to everything on my list. It's okay. It's okay. You have to, you know, you have, you have time, you have the next day to do it.

Christi Johnson ([15:42](#)):

Yeah. And I think that, that is part of what is so freeing about entrepreneurship is that you do have you know, kind of control over your business to where, when things go out of control, it's okay. Because you've got that flexibility and you've got that freedom to say, you know what? I, this is more important. I'm gonna work on this today. And the business doesn't, you know, it doesn't matter right now, you know, <laugh>, I'm gonna address the issue. That's right here.

Jen Taylor ([16:14](#)):

Yeah. I mean, for me, I let my clients know. I mean, this was, luckily, it was at the end of, I didn't have anymore weddings, but I let my clients know for, for 2019. I said, Hey, you know, I'm gonna be, you know, AWOL for, you know, I I'm gonna be I'm around, but I'm not gonna be all there. So, you know, love you. But I'm, I'm gonna, I'm gonna piece out for a while. And you know, if something like that happens, that's what you do is you just let your clients, you just don't go. You just don't shut down. I mean, you still have a business. My husband ran a business. So I had to call them and tell them he worked for, he was a contractor and tell them, and they were, they were, they were Ft because they had no backups to what, what he was doing. And he was the brains behind it. And I'm like, I'm sorry, gotta

go. But it's, so that's why, you know, it all comes back to, you have a standard operating procedure. You're able to do that. If you have a team and say, okay, this is what you do. Or if you don't have any brain power, you can look at that. So, you know, standard operating procedure and go, okay, this is what I need to do today. And this is all I need to do today. And that's fine.

Christi Johnson ([17:21](#)):

Mm. Yeah. Thank you for sharing. I know that that must have been really hard and continues to be hard on some days. So this kind of leads us to another topic of self-care as a CEO, we can so often focus on the systems and the day to day and spinning the plates. So what are some ways that we can practice self to work you know, on personal development to take that time that we need for ourselves, but also maybe for business development, cuz I believe that self-care makes you better business owners. So, so what are some ways that, that you found that work for you

Jen Taylor ([18:07](#)):

Make 'em part of your, if, if it's a, if it's a development personal, like, you know, for me, it's, you know, taking this YouTube class, it's doing a couple other things. Those are, you know, reading a couple books, excuse me, listening to a podcast. I'm terrible at spending time listening to these, you know, pod. I love them, but I'm like, I'm at my D excuse me, I'm at my desk. And I'm like, I should be listening to something, but I'm trying to focus. So I can't be listening. So I kind of don't have a time to listen to that. So I go for a walk at lo you know, I leave the house, I take a walk, I listen to the podcast. I wanna listen to and I run 'em through that way. So that's a way to do in and get out, do something, have the self-care if you're taking a personal development class, have it part of your CEO day, make it part of that, make it.

Jen Taylor ([18:52](#)):

I'm like I'm gonna listen to this class for an hour or two or whatever you want to do. I'm right now I'm just binging on a lot of things. So I take time and just binge and then I implement. So again, it's gonna be based on, you know, I have, I don't have kids, I don't have a spouse. I'm just hanging out at my house. It's lovely. For an introvert, this has been like the best fricking, you know, two years of my life. I'm like, oh good. I can hide in my house and I can do things, but you want to, you wanna make it work for your schedule. So whether it's going for a walk, whether it's scheduling creativity time, I mean, photographers, take your camera out and just go, Floris create something for yourself, you know, do the creativity stuff for you, not for somebody else and schedule that time in because that's, you know, that's where, you know, that's where you have, you know, the control and the flexibility because you you're creating and giving it to somebody or, you know, you're like, or you're hearing, oh, I want this.

Jen Taylor ([19:56](#)):

Or I want that. No, take a day, create a, you know, floral arrangement say, this is, I'm taking this home or I'm gonna put this on the mantle or photography. I'm gonna go out and shoot. I mean, I'm trying to be a photographer. I love photography. I live in a great, beautiful space. I've got, and I'm like, and I haven't even taken the camera out once. I've I take the camera to Hawaii with me because I take more pictures there than I do at my own house. If you're a DJ, you know, make a playlist, what are those? You know, what are the things that you want to do to be creative within your, within your business or have a hobby that's outside of it? I used to have a ton of hobbies when I did not work for myself, but now <laugh> you don't so you just like, okay, how am I gonna get this hobby back into my life?

Christi Johnson ([20:39](#)):

That's so important. And it's funny that you mentioned you don't have any hobbies <laugh> as much, now that you're a business owner, I have a friend who's a photographer and she jokes that her husband affectionately caused her business. Her Joby because it's a job in a hobby

Jen Taylor ([20:55](#)):

<Laugh>, but,

Christi Johnson ([20:56](#)):

But it does, it does kind of tend to work out that way. So my background is wedding photography. I did that for 10 years and I'm slowly getting back into it again, after some time away. And I look back at my, you know, hard drives from 13 years ago and there's so many artistic photos. I'm like, wow, I, I was good. But then once I, once I started, you know, shooting weddings for other people, it's like that kind of stopped and there are no creative photos for myself anymore, but I really think it's so important to kind of tap into that creative side of yourself. Again, you know, we are creative entrepreneurs and it, when you are balancing so many things, you know, eight core areas of your business, it can be very easy to forget about the creative side and why you got into the business in the first place.

Jen Taylor ([21:49](#)):

That's right. That's

Christi Johnson ([21:50](#)):

Right. So I think it's important to schedule those days, you know, say this is gonna be, you know, creative day where I go out and do something creative and treat it as if, you know, it's a, a meeting with a client

Jen Taylor ([22:03](#)):

It's part of your job. Yeah.

Christi Johnson ([22:05](#)):

Yeah. Because, because it really is. There's so many aspects of our, of our personal life connected to our business as, as entrepreneurs. So it is important to, to schedule those things. So what are some ways that you would suggest maybe incorporating some work life balance into your schedule? If you're constantly, you know, it's so easy as a business owner to just constantly think about things and just be working all the time. Do you find yourself working all the time or do you have systems in place that help you shut down and say, yeah, I'm not gonna think about this right now.

Jen Taylor ([22:47](#)):

<Laugh> and that's a fine line for me, babe. <Laugh> fine line. So in the past, I mean, I used to work. I, I would, I would work all the time cuz my husband would work all the time. We would just, we, I mean, I had an office, I'd go to the office, do my work, come back and he'd be working. So I'd sit on the, I'd sit on the couch, work as well or do whatever. And so it, it is a, it is a, it is, it is a addiction. It's a habit. And my adrenal, like in 2018, my adrenal glands were sh I mean, everything was shock cause I was just constantly on, on, on, on never took time to down. And so really look at your own body rhythms. Like for me, I know I do my best work from early in the morning.

Jen Taylor ([23:37](#)):

I mean, I used to work at five o'clock in the morning when I was in college and did call centers. So I would do, you know, know I do better in the morning and then by three or four, I'm like a piece out my brain is done. So I've really come up with a, for, for me, I do morning until about 11, take 11 to one to take a walk, maybe workout, have lunch, kind of decompress. And then the next half of the day is more things that I don't need a lot of brain power for. Mm. So it's filing those email and that could be part of, you know, you can say, you know, maybe that downtime for your brain is more of the things that the administration part of your business, where it's like, you know, I've got 5 million emails, I need to file whatever it is.

Jen Taylor ([24:25](#)):

And I'm just, brainlessly doing these file, you know, they've all been done, but okay. Today's brainless filing day, you know? And so that's kind of how I work my own business, but really think about your own body rhythms. And when you work the best, if you're an idol and you work best from no, you know, noon to nine, go for it and make that work for you. And maybe that, you know, nine to noon is your administrative time or your, you know, getting back to emails. Don't the clients always want more and more and more and faster, faster, faster, faster, put in put systems in place that they still feel like they're, they're being heard, but you're also taking care of yourself.

Christi Johnson ([25:08](#)):

Mm that's so important. Even just ch having an automated email that's checking in with them or I, I was talking to a designer on the podcast and he suggested just email your clients about a week through and say, Hey, just wanted to let you know, I'm working on this project and we're still on track to complete it, you know, by this date cuz they, they love that, but it's not, you know, causing you, you can even automate that. <Laugh> like to go out a week after you start that workflow with your client in your, in your CRM. So you can have that time to not worry about sending all those emails and, and, and stressing yourself out.

Jen Taylor ([25:45](#)):

Yeah. Make the CRM, make your automations, your friend, they're there for a re they're there to help.

Christi Johnson ([25:50](#)):

Absolutely. So let's review the eight areas of your business. Give them to me again.

Jen Taylor ([25:57](#)):

Okay. You've got your financial. So that's your, you know, your CFO, your marketing, your CMO, your operations, COO. I'm gonna put these all in terms of chief operate or chief, you know, chief people, your client experience. So that's your CXO. So what's going on onboarding off onboarding the, the planning the, the time from they hire you to, to you're done with your, your work, your system, your it. So that's a CIO, your products and offerings. That's kind of under, you know, all of it, your team, your HR department, and then your personal that's, you, that's the CEO of your business. So all those people have a part of it in, in how you work.

Christi Johnson ([26:37](#)):

So we might have some listeners out there and they're saying, you know, Jen, this sounds great. Yeah. I really do want to put some CEO days and, and work on those eight areas and kind of manage them. But I just I'm burnt out. I don't have time for that. I've got clients riding my tail. I have project due and project



due. And we're just kind of in that phase of just management, like I can't, I can't do this. What would you say to someone in that situation?

Jen Taylor ([27:04](#)):

It take the time you have to, you're gonna, your, your body's gonna shut down and it's, you know I know there's a great line in top gun. You know, your body's gonna, your, you know, your checking, you got your body checks or something that affected like you are, your body is doing things that you can't do. You're gonna, you're gonna burn yourself out that checks and balances within your body is going to screw you up and you're gonna be laid out. So take the time. Even if it's 15 minutes, 15 minutes micro steps, that's a goal micro goal of, I wanna take a CEO day. Okay, great. Let's take a Friday. Maybe not a Friday for wedding industry. Friday's a bad day. Maybe, you know, cuz I know what I know what days I know what's going on. I mean, unless you're in Vegas, Hawaii, or you know, everybody's getting married during the week.

Jen Taylor ([28:00](#)):

You have a, you have four days there that you could do something. So maybe that, that Monday afternoon maybe take Mondays off because you're like, I'm done, I've done the weddings all weekend, Monday. I've gotta return things in the morning. Then you say, okay, Monday afternoon, I'm gonna take 15 minutes out of that morning or afternoon and I'm gonna work on my business. And then the next week you'll say, okay, I'm gonna take 20 minutes. Then I'm gonna take 25 and then I'm gonna take 30. And you're just gonna micromanage micro step your way into that CEO day. And then during the, you know, in the winter, when weddings are slow, you have more time to be okay, let's get these processes in place. Let's get the, you know, where I can have more time, have more freedom because that's the end of the day you started your business to have more freedom in your life.

Jen Taylor ([28:55](#)):

And now the business is like, ah, I'm gonna clamp you down and you have no freedom. You are, you are a slave to your business. Now let's make that. Let's, let's figure how to break that and have more time for the freedom and the abundance of that. Because once you get that freedom, you're gonna, you're gonna have more abundance in time in space. It's not just money. It's about everything else that comes with that. So that's really what you know. So if you don't, if you feel like I don't have time, you have to make it because you'll always feel like you have no time. So you take 15 minutes out of a day and say, this is my CEO time and do it.

Christi Johnson ([29:42](#)):

Yeah. Micro step your way into the CEO day. I love that one business coach that I used to follow named Chelsea foster. She used to always say you wanna make sure that you have time to work on tasks that move your business forward. So we would have, you know, work sessions and we weren't allowed to work on client work during those work sessions. We had to work on CEO tasks. So maybe, you know, take it take 15 minutes. Like Jen Jen said, and start with that and then work your way, your way up to, you know, an hour a week. And then maybe it's three hours, you know, a week. And then just kind of keep, keep taking those baby steps because it is so important to get to get that bird's eye view, that big picture vision so that you're not just managing your clients and, and the work that you've coming in, but that you're actually feeling fulfilled. And that the work that you're doing is something that you love to do, you know? Yeah.

Jen Taylor ([30:48](#)):

The resentment factor is a pain. You don't wanna resent what you're doing, because this is what you love. I mean, you don't wanna walk away from a job that you love because you resent it. And that's, and that's exactly what people are doing because they've worked themselves into a, into a spot where they can't get themselves out of. And it's, you know, I feel like it's part of my job as a, you know, especially in the wedding industry. It's so we're so much people pleasers and we're so much in into that, that it, you know, caretakers, caregivers that we don't take time for ourselves and or our business. And so then we resent the whole thing and we walk away and, you know, I have lots of friends that were awesome at their business and they've just walked away to go do something else. And it's heartbreaking. So you know, because they don't have the sup you know, they don't have the support or they don't have the tools to, to, to make it for themselves.

Christi Johnson ([31:49](#)):

Mm yeah. Don't, don't let that happen. So you're saying it is possible to get out of that pit of the monster of your business and to instead have freedom.

Jen Taylor ([32:00](#)):

Yes, yes. I've done it. I've done it. I've done it. I've done it. It's it took a, it took a life changing experience to do it and a pandemic and all that stuff, but it is definitely something to do and can be done. So, you know, I, I will help

Christi Johnson ([32:20](#)):

<Laugh>. Yeah. So how can people find you and get in touch with you and, and get that help that they need?

Jen Taylor ([32:27](#)):

Yes. So everything is Jen Taylor consulting. So Facebook, Instagram, LinkedIn. My email is Jen at Jen Taylor consulting website, Jen Taylor consulting. And you're gonna have a link to the Facebook group. Please join me. You know, I'm, I will, I will tell you I'm I'm in there, but I'm not, it's, it's, it's one of those things where you're, I'm, I'm learning my, my I'm actually learning my human design right now. And so that's been really interesting. And so I need, I need the I need the downtime and that's why I've had so many issues with my, with my own self, like personal self that I don't give myself my, my own downtime. So come join me there. We're gonna have lots of fun. We're gonna go through you're gonna get some free stuff. You're gonna get some, you know, great juicy information. I'm trying to get it all. As part of my CEO is get this content ready for you guys. So you guys can all join and have fun. And, and if you wanna drink wine, we will probably drink wine on Wednesdays and all that fun stuff. So that's can find me.

Christi Johnson ([33:40](#)):

Yeah. So the Facebook group is design your business with Jen Taylor, Jen, it has been such a pleasure talking with you. Thank you so much for being on the show.

Jen Taylor ([33:49](#)):

Well, thank you. I loved it.