

FINAL LOB EPS399 Kari Yasi

[Liz Theresa]

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I'm your host, Liz Teresa, and I help you launch, build online businesses you love. This podcast is all about entrepreneurship, and I hope you like it. Hey, everybody, and welcome to another episode of Liz on Biz.

Here with me today is Keri Yost. Welcome to the show, Keri. Thanks, Liz, for having me.

Excited to be here. We've been talking for like 20 minutes, and I was like, wait, this would have been a good, that was a good show. It was the show before the show.

It was spicy. They missed out, but that's okay. Well, we'll bring some heat.

We'll bring some heat. Well, so tell everybody a little bit about what you do. Like, what about you?

What up? What up? What up?

I am also a Massachusetts female business owner. I've got three kids that keep me on my toes. They're my biggest blessing and my biggest challenge, for sure.

And I have two businesses. So I am the co-founder of a business called Faith-Fueled Founders, which is for women entrepreneurs and CEOs to up-level their faith-based decisions, their mindset, sales, marketing, all those fun things. And I'm also the founder of the Self-Mastery Society, which really focuses on both sales consulting and leadership development for men and women who are CEOs and founders.

Oh, so you have like, you have three kids, two businesses, and then in your house, you have your ex-husband lives there. And then you have your boyfriend. I do.

Yeah. A lot of just stupid animals, too. Um, well, we currently have a ball python.

My oldest daughter is a ball python. I am petrified of snakes. Let's just be very clear.

I am petrified of reptiles. But you know what? You want to talk about faith over fear?

There you go. If you have a ball python at my house. Oh my god.

It's untexted. Son is turning 10 this week. So he's getting a bearded dragon.

Oh, a lot of lizard stuff. A lot of reptiles. Reptilian things.

Yes. I'm learning a lot about myself. And then we've promised them a dog in the spring.

But TBD, if that happens. It would be like a whole, that's a, that's a menagerie. Yes.

I had somebody on the show and I said the word menagerie to her. And I thought it would like, I thought she would enjoy the word. Because I really was excited to say a menagerie.

And then like at the end, like she like was a good interview. And then like after the show, she said something like, well, let's see if anything comes out of this. And I was like, oh, damn.

What? Yeah. And I like kind of hurt.

That's not kind. I thought maybe she got along. Like, I thought it was like, I said menagerie.

We're cool. I mean, I thought maybe she mistook it as like a menage à trois or something like that. Like, no, I was like, I don't know where we're going with this.

No, but she like, yeah, yeah, yeah. And I like, but she didn't, wasn't ready to like laugh. Like you're so fun.

You can tell. Thank you. I think I'm a good time.

You're so fun. Like I, I would be shocked if somebody didn't like, I mean, but see, I see because not everybody likes fun. So this, you must have some people that don't like that.

But I like that. Yeah. You know, I do tend to air serious, like not intentionally, right?

Very, however, all of my clients, like number one are a good time. Have a good time. Although I do have to admit to you, like I'm also kind of known for like making my clients cry.

It's kind of a reputation. I'm ready. What are we going to do?

No, I'm not going to cry. I mean, why do they cry though? Like, because we just get so like deep on a soul level.

So I have like, you know, we all have gifts in our life, right? We all have spiritual gifts or whatever. And I just like see people and I see them.

And depending on what it is, I see in all the love and respect in the world. So I call them out on their caca. Like I just call it out for what it is.

And then I think that people just feel good that they've been like seen on a soul level. And there's also like some relief that like we can move through whatever's really going on. Like I can tell you right now, like sales is not your problem.

Marketing is not your problem. Operations in your business, not your problem. Like great.

Like if you're scaling to six or seven or eight or nine figures, I can promise you that that's what you think your problem is. And it's really like whatever's going on in here. And so when we just hold space for that, and you get to release like whether it's old fears or traumas or uncertainty, and you get to emerge into this new identity of yourself and embody a new version of you.

Like I think it's very freeing and liberating. But also there's some grief that goes along with it. So they cry for a lot of reasons, right?

Happy tears, sad tears. There's tears galore, you know? Tears galore.

Galore, menagerie. A lot of nice words happening. So when you work with people, you have these two different businesses.

Like it's like you have the sales consulting side that you said, right? It wasn't a... Give me the names again.

They were great. There was like... Oh, thank you.

Yeah. So I own Self Mastery Society. Self Mastery Society.

I co-own Faith Fueled Founders. So who are you owning the Faith Fueled Founders with? So my friend Logan, she is in the Midwest.

And she was actually a client many, many moons ago. And we just became really close. We did a lot of this deep spiritual work together.

We were like working through her business stuff. And she's just a genius when it comes to marketing and operations. Things that I know how to do and I can do.

But honestly, I'd rather pretty much do anything in the entire world because they just drain the ever-living energy out of me. She is just magical in those things. She enjoys that.

She does. Like I love that. Like I love that for her.

I love her for that. And I want to stay in my lane, right? That is the spiritual advising.

That is the prophetic word. That is sales and like leadership development. Like all day.

But we wanted to have a space where people could, from a holistic perspective in their business and in their life, get the support and get the systems and get the tools to be able to amplify whatever their own definition of success is. What their success looks like and it feels like. Not what everyone else is telling them it should be.

I'm a real anti-should girl. I'm a real anti-should girl. To me, shoulds are outside expectations.

Um, what is the success, right? Everyone's chasing this elusive concept of success. And it's like, hold on.

Let's take a pause. Yeah. What is your definition of success?

What is your definition of failure? And like, let's build from there. And so with us together, there's nothing that we can't tackle in a person's life or business.

Well, and that's, I think that that's what it is. I mean, you've hit on something is that if we aren't clear about our definition of success, the ceiling is going to keep rising and we're literally never going to get there. Yep.

That's why there's so many people that experience burnout. That's why you can have a beautiful bank account and feel miserable. That's why, like, there's such a lack of fulfillment in creation now.

Like it all feels so empty to many, many, many people. I talked to a lot of CEOs. I talked to a lot of founders.

And there's just this lack of either fulfillment or they're feeling empty and or they're just putting out fires all day every day because they don't even know what they're doing with their lives. No disrespect. I mean, maybe a little, but they just don't know.

And so they're putting out all these fires instead of actually aligning to what their vision was to begin with. So like, let's do something about that. Well, and they probably forgot what their vision is because they're busy running their business.

Facts. Yes. Are you in your business, right?

Or are you on your business? Like, these are valid questions. They're all the buzzwords now.

So whatever. Right. I'm okay with buzz.

I like a little buzz. Buzz galore. I love a little buzz.

I love a little buzz. No, I used to shop at a boutique called All The Buzz. And then like, not that I don't want to shop there anymore, but like they moved and then they haven't like refreshed their inventory.

And now I'm like, oh, I don't know if she's ever coming back because like she became an in-

person store where she moved to. So it might be over. You got to know what your vision is.

You got to know what your goals are. And you also need to know what your customers want and need and speak their language. Like you would have probably been a lifelong customer.

Oh, I know. I feel a bit. I feel a bit abandoned.

Like I haven't posted about it. Like somebody said, we feel a bit abandoned. And then one of the girls that works there was like, we told you to wait and stop asking questions.

And I was like, oh my God, sit down. Well, then I'm not your friend. Cause the number one thing, like, I love to be nice.

You gotta be nice to people. Yeah. I think that that's probably a good idea.

To people is. Especially if they want to give you money. What are you doing?

Just saying. What are we doing anymore? Although I should say some people do pay me a lot of money to be the bad cop.

You know what I mean? Like to be fair, like. Yeah.

But your bad cop is like a hug bad cop. It's not like a bad cop. Like I'm putting you away bad cop.

Like your bad cop is like, yeah, they're under the white hot light. But like, at least you're patting their back after you. I do hand tissues out.

And it's a live of live like event or something. I will do. I want to watch you.

You would be better than like all these Tony Robbins people. I want to air it. Like, let's put it on TV.

Like, let's like, have you make people cry like a medium. You know how they have the clips of the mediums. And then she's like, she's like, Mark is coming through.

And then the lady's like weeping. And then she's like, he says Beanie Baby. What does that mean?

And then the lady's like dying. Her name was Beanie Baby. And that's everybody cries.

The whole thing. That's just you. Like, not a medium.

But like, they should have clips of you going up to people. And then you're like, it says here, like, if you don't get there, you think you're never going to get there. Then they're like, I'm never going to get there.

And you're like, that's not true, baby. It's okay. And you stroke their cheek.

And you're like, you're going to make it. And then they cry. This is, I already have the name of it.

So people, I just got goosebumps. I made it up. Well, did you though?

Did I? Did you? Tell me.

Divine co-creation. I don't know. But many years ago, people spoke into my life.

Two things. One, that I would be doing completely different, but similar what Tony Robbins does or did or whatever for the human kind. Cool.

Love that. And I used to be called, I just never marketed it. So I probably shouldn't tell the marketing person this.

Like a divine business nurturer. Yeah, that's what people called me. It's like, yeah, I would be nice, but like so mean at the same time.

But it's meanness. Like, it's direction. It's rooted in love.

You call it divine truth. I mean, like, because like, well, they say when you die, they say, you know, whoever they is, they roll back the tape. And then you have to watch your life, right?

And it's like, oh, you could have done better there. Like almost like if you're like, what did they say? A fourth quarter?

No. What's the quarterback? A fifth quarter quarterback?

Yes. Where you're the guy that makes fun of you for screwing up the whole game. Not that God's going to be like a jerk about it.

No, God, whatever. Right. But like, yeah, like, yeah, back to tape.

And then you see, like, where you could have done better. It's for your soul to improve. All the things.

Yeah, yeah, yeah, yeah, yeah. So you roll back. You're the you're the divine roller back of the tape.

Nothing. You have to roll back our tape. But like we I feel like if you're talking about people that are like, let's say they're making \$300,000, right?

And then maybe they're like, but I want a million. I feel like you're the person that says, do you really? I do say that first of all, right?

Well, you have to, right? And why? Because otherwise, what are we doing?

Yes. Why? And do you actually want to make a million dollars because you want more impact?

Do you want to say that you have a million dollar business? And is it because you need to increase your profitability and not your revenue? Because they're not the same thing.

I mean, maybe you want to increase your revenue. Love that for you. But really, are you focused on your profitability and your impact?

Because that's really at the end of the day. That's more important. That's more.

That's where the rubber meets the road. That's more important to me. More important to me.

It might not be more important to other people. I don't know. That's cool.

But well, the interview before this is where the lady like I'm like the lady. But we talk about cash fluidity, right? Yeah.

And having fluid assets, meaning like more cash flow. More cash flow does not necessarily come from more clients or back customers. Correct.

Comes from more profitability. Similar to how I walk into a website. I walk in, right?

Walking into a website. I can see that. There are people that are like, I need more SEO.

I need more traffic. I say you need more conversions. So I'm a conversion marketer.

Yes. When people say more is not better. Truthfully, more is not better.

It's true. Do you want more problems? Do you want to put more fires out?

Do you want to hire more people and have more overhead? Like, do you want to have more of what? Oh my God.

That's like when people say I want more. You really got to end the sentence with a noun. Do you know what I mean, bro?

I want more. Dangerous. You could get more boogers.

I mean, you could get more. You could get more like misaligned clients. You can get more clients signed a contract and don't pay.

Or more boogers. That's cool too. Can you tell the mother?

Right. I was going to say more farts. Like, I don't know.

They're all obsessed. Not me. Let's just be clear on that.

But everybody else in this house is like obsessed with like food. Oh, they're just straight up say fart. I don't know.

My mom hated the word fart. She's gone. And I still feel like we can't say it.

Oh, I'm sorry. That will never cross my lips again. And your presence brought me something I best not to.

She had a Boston accent. So she would have said fat. Oh, yeah.

There's something about that. That's so unappetizing. Yeah.

It's a little next level. Yeah. Yeah.

Yeah. Well, our dog is very 2D. She's a bulldog though.

Is her name 2D? No, no. Her name is Elise.

She could file taxes with that name. It's a very official name. She's like adulting.

Yeah. But she doesn't do anything. But she has a very grown up name.

I always think about it. I'm like, how did somebody give her up? She was a shelter rescue.

Yeah. We got her. She was, they don't know how old she was.

I'm going to guess five. But I'm like, how did they? She's the nicest dog.

She's the nicest. Moral support. My kids.

So my son, God bless him. He's got a laundry list of diagnoses and labels and all that fun stuff. But he loves animals more than he loves humans, especially dogs.

So my parents have a therapy dog and they live in the Midwest where I grew up. They came out here to visit and brought their dog. And he just never wanted the dog to leave ever.

I mean, I love the dog. I also didn't want the dog to leave forever. That's why you have to get a dog.

Because you were saying you have to get a dog. That's probably why he really needs a dog. Yeah.

He needs a dog. And then we have to train it to be like a therapy dog. Cori does that.

Or Cori does the... She has, that's her thing. She like teaches dogs to become like, that's like therapy dog or...

Okay. Well, love you, Liz. But like, Cori's on her way in and you might be...

What are you going to do, Cori? Or do you want to? No, I want to.

Yeah, I want to. Yeah, her company was called... It is a company, Wag Academy.

And if you go to the website, thedogwags, and I made it wag. So we get like... Oh my gosh.

It's not me doing it while we're talking right now. Don't mind. No, but I'll hook you up with Cori.

But yeah, she also volunteers at Sitchewan Animal Shelter. And she does like, she like teaches... She like helps all the dogs be ready to go home.

Like she's a dog trainer. But then she also does the AKC certifications of stuff. Oh my goodness.

And she has a thing for like, what's it called? And now it's a Cori commercial. But it's like, she does the thing where...

Oh, it's a class for like little... No, I don't know how old your kids are. But like for little kids too, to get ready to have a dog.

Like how to be little around a dog. Well, if Cori's listening, does Cori call me? I know.

I'll text her. Her head's going to be like... She's probably like...

What is it when... No, your ears are burning? Bring in.

I'm surprised she's not calling you right now. Being like, I was thinking about you, Liv. Oh my God.

No, I'm just kidding. She's probably not going to do that. Like that would be, I mean, next level.

That would be kismet. I feel like I always call people in though. I could see that.

Like I'm like, if I say anybody's name, they're blowing me up. I don't blame them. I mean, they should be blowing you up.

Let's be honest about that. I am a treasure. I am treasure.

I agree. I agree. I agree.

Can we go? We should galore. Like if you have your next book, or book it.

I don't know. No, everyone asks me though. So I guess it's on my list.

Let's call it like divine truth galore. Because the galore is like the flair of like your fun loving side that you don't have to show all the time. So if you galore in Untitled, I would know you were.

It would be more overt how funny you are. Okay. Should we co-author it?

No, no. You would? I mean, I'll be there.

I'll write you a foreword or something. I'll write you a foreword. That's the most romantic thing I've heard all day.

I didn't even get on a knee to write your foreword. I just threw it out there. I'm so bold.

I, boldness, right? What's a fortune favors the bold or something like that. That is.

Well, we don't, and like this is also something else you probably teach your people. But if you don't ask, the answer is no. It's such a powerful thing.

Always no. It's not even that it's sometimes no. Facts.

Literally always no. I know. And it's crazy, especially when you think about like sales.

Because, you know, like sales is what makes a business differentiate from like an expensive hobby. And I don't mean that. No, mean it.

But like, that's real. Like, you know what I mean? And so it's like, okay.

So in order to have a business of any kind, you need to have sales, right? And in order to have sales means you have to have sold something to someone or some company. Like there needs to be a sale.

And so many people are, especially women, are so scared around this idea. Sales is literally a four-letter word to a lot of entrepreneurs or business owners. And it just blows my mind that the relationship with sales is so toxic and so abusive that they won't even make the attempt to make a sale or have the sales conversation.

And it's like, no, this is the opportunity. Like you believe in what you're doing enough to start it. So like, are you serving the people or not?

Because if you're not, then just exit stage left. And if you are with your product, with your service, whatever, like let's amplify that. Sales is service.

Sales is service. Sales also gets to be sexy. And sales is not a four-letter word.

You know what's funny? Sales is service. My mom's email address used to be sales service at her company that she used to own.

And it's interesting because it's like she called it sales service at the company. And you never see an email like that. But that's because I think in her head, she did sales and customer service, but also sales is service.

I always say marketing is a service because marketing and visibility is increasing awareness of your gift in the world. And frankly, there is an actual cost to not doing business with your company. I'm paying a fee right now, Keri, to not give you money.

Facts. I'm invisibly losing money by not handing it to you in exchange for your gift. It's so true.

Thank you for saying that for the people. I want to rewind that. Can we put that on like a loop?

I'm glad we're recording, actually, because we could clip it. Opus uses the AI that I use to generate clips. Oh, I love Opus.

Please do that. Opus is so nice. This podcast is now brought to you by Cori.

The word galore. Opus, menagerie. What else do we do?

How many things do we sell just now? A lot. We've sold a lot of good.

The Hopkins galore has just ballooned. Blown up. Blown up.

And what I love the most about... Well, I love a lot of things about this conversation. Multiple things.

But one of the things we haven't even touched on that I actually probably love the most is how important people need to understand, like in all trueness and all... Now I'm getting serious, people. I just want...

Go, go, go ahead. I'll light a candle. Let's go.

Is that sales and marketing, number one, are different. Yes. And they are both important and for your company to like blow up, whatever that means to you, they have to be besties.

Like that's just what it is. Like you need sales as a feedback loop for marketing, marketing as a feedback loop for sales. Like instead of...

Because listen, I don't know about you, but 99% of the companies I go into, sales and marketing, they're ready to brawl if they're not already brawling. Like it's just everyone's... It's their fault.

It's their fault. They're not working. This isn't working.

Whatever. Instead of using it as a... Like they have to be besties.

The businesses that work the best, their sales and their marketing are besties. Yeah. It has to...

I mean, I even say that about branding and websites. It's a conversation. Branding is a living document.

This is what people always get wrong about branding. They're like, I got my logo. I'm done.

And I'm like, no, smack right across the face. I smacked them so hard. They have one of those red hands like on their face.

Oh my God. I've only ever smacked one person in my life. Can I count?

In your whole entire life? I don't get a lot of slap opportunities. Like remember how your mother or Marshall gets five slaps?

Yes. Is it that you haven't had the opportunity or is it that you haven't just like taken action? I'm a lover, not a fighter.

I slapped one girl and it was at prom and it was because... Why did I slap her? I had a reason.

There was a good reason. I'm sure. I think she probably said I didn't look pretty or just said I look dumb or something.

Clearly not a girl's girl. Oh, you can't dance with us or you can't be in our dancing circle. I think it was that.

You know how everybody used to be in a circle? In prom, it's in the dancing circles. It was a whole thing.

And I slapped her across the face. She was a horrible person. She was a twin too, but she was not a identical twin.

She was a fraternal. But two girls, but they looked very different and very different personalities. She was awful.

She was horrible. Oh, I bet she's either... You know how horrible people, they either turn out to like join a monastery or a nunnery.

Like they either become like the nicest person ever. Or they go to the dark side of the forest. So I just wonder what she's doing now.

Like, I wonder if she causes forest fires or if she's Smokey the Bear. Yeah, that's a good question. I mean, I hope for her sake that she's Smokey the Bear, because it sounds like she was a horrible human.

And that makes me sad for you and for her. And quite honestly, like I want her to win. And so in order for her to win, she needs to have like a coming to Jesus moment.

Where like she can do good in the world. You know, like there's a thing. Where you can be fair.

Yeah, she could just be nice. Come to the light. Come to the light.

Wait, what were we saying? I slapped her. What happened before I slapped her?

Oh, and I want to slap people. Oh, that don't market themselves, something. Yeah, because they aren't marketing our besties.

Oh, yeah, yeah, yeah. And your brand is a living document. So you're never done.

And your branding, even if you didn't brand on purpose, you're always branding. Everything you do is communication. Okay, listen, I many moons ago had a marketing agency, like 100 years ago.

[Kari Yasi]

Yeah, yeah, yeah.

[Liz Theresa]

Long, long time ago, a long time ago. And I will tell you, like, I was so burnt out from it that I like ran away from marketing. I know.

I understand. And I felt so out of love with it that I like couldn't stand marketing. And like, aesthetics are not my gift to the world.

I have very, very strong opinions on aesthetics, but it's not my gift to the world. You have a great jacket right now. I love that.

I'd wear that and the earrings. I'd do all of that. Thank you.

I'm not. I'm so casual with my Liz Teresa hoodie. But, um, but it's got pink on it.

So it's that zippered pockets. I live for the pockets. I live for the pockets.

A zippered pocket is very rare in the wild. Okay, this is full zip. Where's the pocket?

There's pockets. Or is there too far back? And then you're like, what do they think I am?

My, my shoulders are not that yoga that I can't lean back. They're encouraging you to stretch out. You know what I mean?

Like you just got to stretch. Remember that invention that would like you put it on your lapel and it would vibrate if you slouch. Yeah.

For Yoda's fault. I think I'm still doing well, though. They exist.

Do they still exist? The thing that we, yeah, yeah, yeah, yeah. I was like, oh, I had one.

You're supposed to put on like the back of your neck though. Cause I feel like I've got horrible posture. Oh, that's actually a really good point.

Cause then you'd like, you know, you'd have to go like that. My cousin's a dancer. She's like the same height as me, but she looks like 5'7".

Like she's so like limberly. I love that. Tall.

I love the limbers. Goals, my friend. Goals.

Now that I'm in my forties, like it's new goals, you know, and they're healthy goals. But I, your point though, about like, even not branding is branding is so true because so many people misunderstood who I was or what I do, not because of my actual active branding and

marketing, but my lack thereof. Yeah, it's okay.

It's real. It's real. No, it's true.

And like, also I'm not, I'm definitely not perfect. I struggle with the very things I teach. I struggle with visibility.

I yearn for visibility. I claim visibility, but I also do have struggle with visibility out of fear. I can even name it.

I can walk right up to it and be like, oh, you're afraid. Yeah. What are you afraid of?

Like, I'm afraid that like, I, this is a good one. Actually, I said it to my, I have, I have a hundred coaches all the time, but like I said, it's a coach that I got a session with. It's just amazing.

Yeah. And her name is Katie Grimes. She's very nice.

You'd actually like, you'd get a wicked kick out of her. I feel like you just like her. We can all go to lunch.

Yeah. We're just all going to hang out. But she told me, she said, why are you afraid to send a newsletter?

And I said, I was afraid that if I send a newsletter that people will be aggravated that I'm not working on their project, but it doesn't mean that. Like, here's the other thing. Liz would say to Liz, like, okay.

Like, yeah. Do you know what I mean? I would say, yeah, like, just cause you sent a newsletter doesn't mean, like, I also go to the bathroom and take a shower.

It doesn't mean. How dare you? Like the nerd.

Yeah. That's the whole thing. Really?

That's your beta? It's a big part of it. Cause yeah, that, and I mean, I think also too, I don't want people to hate me because I'm visible.

There is a fear of being like not liked, but I also think that's true. Like, you know, there was a guy I sent a newsletter the other day, right? And there was this guy on my list.

He wrote, I said, the subject line was, are you visible right now? And he said, stop it. No, I'm not.

That's a great email. What a great response to me. That is him crying out for help.

I don't know. I thought he was unsubscribing. You think I should respond?

Yes. Because like, are you visible? And he's like, stop yelling at me.

I'm not visible. And then you say back. Oh, so that's, see, this is why I'm telling you about it, maybe because like my tape was that he hated me, but also because so the story of how I know this person and I don't know him well, sure.

Is that I had this client on the Cape who owned a hair salon. Okay. And she, she was, she was okay.

And I did like some projects, like I fixed her website. I did a press release or two for her. I did some social media content creation for her.

Yeah. Anyway, so I did a project and then eventually I fired her. She was just really mean.

But like, she was like, like she was also, you know, she was really mean. That's actually the only way to say it. She's very caustic.

That's another 10 or 15. Like everything was caustic in her communication. Oh, in her communication.

Okay. No, yeah. She was very, everything had edges.

Everything had edges. And I just like, I need, I need something fuzzier. Like I really do a little softness or a thank you would, if that wouldn't kill you, like even just thank you.

That's great. Nothing else. Like, I don't care.

Like, I just need, thank you. I don't need anything else. She just wasn't available for that.

So anyway, I said, you know, like you've just kind of hurt my feelings a lot. I think we're not a fit. Cause I go, I just need more softness and thank you.

And then she like, was like, was mad about it. Like that I fired her for being kind of mean. Rather than saying, sorry.

Yeah. Right. I hear you.

What I'm hearing you say is I have standards. Yeah. So years pass and then she ends up, she works with this company called, I can say this part, they're called Salon Target.

And I can say it because like anybody that works there could have said this. So she works with this company, Salon Target. They call me and they say, hi, so-and-so needs help with her website.

And I was like, oh, I'm surprised she'd want to ask me. And I was like, but she and I stopped working together. She seemed kind of mad, whatever.

Yeah. I'll help her. Like if, I mean, people change, you know, she's nice.

So I go, all right, I'll help her. Then he calls me. He calls me back and says, nevermind.

She says, you're a horrible person and she wants nothing to do with your company. And I said, you called me. Right.

So I called him back and I say, I said, consider this your red flag warning. I go, I think she's a nut bird. And I said, cause she's the one that told you to call me.

And I said, so why would you call me and say, I'm a horrible person? So that was the person that said, stop. I don't want to be visible anyway, or stop.

I'm not visible. Wait, I was going to say, they said they don't want to be visible. I inserted that.

He said stop. And so anyways, then I posted his response because it was so comically vociferous. Oh God, caustic, vociferous, galore menagerie.

So I posted it, but I didn't text on target because I don't want him to be fired or something. But I will talk about it on a show because how many people listening to this work there like, or like have a vendetta against this man. Wild.

You imagine if they played my, this episode through their airwaves on like a team meeting or something like that. Like how the country music stations play the Pledge of Allegiance or something at 12 o'clock. Like what if they play Liz Funvis?

I mean, you're going places, kid. You're going places. First of all, your sales director, Ayumi, says to you, yeah, that that was a cry for help.

That was an opening. You don't need somebody to open up the double doors for you to glide through. Sometimes you just need a little crack to open the conversation, to explore and ask questions.

Because he could have just unsubscribed. Or not responded. He doesn't have the energy to type you back.

No one's going to do that. Nobody's going to do that. Who's going to do that?

That's interesting. Perspective is everything. It is.

But now here's the real question. Yeah. Yeah.

My question of the day. And it's a real question. It's a question.

Because I'm always, so I like Sesame Street. It's a question, right? I know.

And I'm always willing to be wrong. Okay. I'm being very honest with you.

I'm very rarely wrong. And I'm not trying to be. I am like, this is the reality.

The reality is I have a lot of spiritual gifts. And I'm very rarely wrong. But I'm always willing to be wrong.

I think that's important to note. Yeah, yeah. So to me, I can't think of anyone.

So my question to you is, do you know anyone now or in the past that has been successful on any level of their life, personally or professionally, financially, emotionally, spiritually, et cetera, that hasn't had people not like them? Oh, no. So people don't like Taylor Swift.

And I was surprised. I didn't know that was controversial. Yeah.

It's a big thing these days. It's a big thing. And I was like, she's just really tall.

I mean, like, have you ever seen her? She's so tall. It's like, I know she's, I'm there.

Oh, I'm 5'9". Oh, that's cute. I didn't know.

If we went to a movie, you'd never know. I sit tall. I love that.

I'm standing, to be fair. So like, I just can't. When I'm standing, you think I'm standing.

I'm just kidding. That's my vibe. I just, I pass the vibe checks.

You know, I love it. I love it. Yes.

So if every person has had any semblance of success in their life, has had people haterade, is that like, why are you different than them? Because what you're telling me is that your human flexibility is that people aren't going to like you, but people aren't going to like you anyway. Yeah, they're not.

No, they're not. Do people not like you? You're so...

Oh my gosh. So many people don't like me. But you're so easy to like.

I think you're so nice. I mean, I think I'm really nice for the most... I'm definitely kind.

I mean, I'm definitely not. You're so kind. Like, this has been so fun.

It's over, by the way. We have to end this. It's not fun.

Oh, no. Okay, well, we should end this. We've been really, like, living it up.

But I have to say, like, I can't... Like, I'm like Jerry Seinfeld's mother. Like, who wouldn't like you?

What's not to like? Look at you. You're perfect.

Like, that's like how I feel. I love that for both of us. That makes my heart very happy.

But oh, yeah, there's lots of people that don't like me. But honestly, you know, the number one

reason why people don't like me, and I'm being very serious. Yeah, I want to know.

It's a serious business. People don't like me because I will have the hard conversations. And I don't...

Like, it's... I'm practically... It's, like, incapable for me to lie.

Like, I don't know how to lie. Like, I'm just not good at it. Yeah, I like that sometimes.

So people don't like that because I am only honest, and I only really tolerate honesty. Like, I'm really unavailable for anything less than that. And so, yeah, the people that tend to like me don't tend to be the most integrity-based people.

Or they've made their own judgment, as humans do, or perception, and don't actually know the real me. But people aren't ready for the truth, though, and they make it about you. Yeah, I get...

I am the villain in a lot of people's stories when all I wanted to do was support them to be the hero on their own. Are you Sagittarius? No, actually, I'm not.

I'm a Virgo with the Cancer rising, though. Oh, so I'm a Sag, and we are the truth seekers and the truth tellers. Like, truth and Sag, so I wonder...

I'm not... I mean, I'm not a genius at astrology, but... Yeah, I'm like, I don't know enough about astrology, but now I'm going to go Google my chart and see.

I can see you're a Virgo, though. And you're Cancer, because you care. Cancer gives so much of a crap about everything.

They care about everybody. And like, even if somebody was like, oh, you shouldn't get so emotionally involved with your clients, like, you can't help it. Yeah, I hate...

People should love that about you, though. That should be celebrated. I mean, there's double-edged swords.

Can you imagine, like, being the dads in my house, though, or my kids? Could you imagine, like, the people, like, what they have to go through to, like, be in my life? Like, I just have no nonsense.

I'm unavailable for shallow. I have the highest level of integrity and will pull you into that as well. And I care about absolutely everything, which means everything is a big deal.

So yeah, there's the battle of perfectionism. I feel like I've really released that. Other people would disagree.

Progress, not perfection. But, like, my children and these dads, like, they just... When you become a mother, you release perfectionism because it's too...

You have to. Have to. Have to.

Otherwise, I wouldn't be standing, literally. So, Carrie. Yeah, okay.

Everybody... It's expensive to not work with you. We've decided.

We have decided that. And dumb. But that aside...

Tell everybody how they can find you online everywhere and upside down and side to side. The nicest thing is it's, like, the easiest thing on the planet because I am, like, the only Cariozzi pretty much anything in the world. So, cariozzi.com.

You go on Facebook, Instagram, LinkedIn. All you have to do is look up Cariozzi and it's me. And it's not karaoke.

It's only four letters. It's C-A-R-I-Y-A-S-I. And the links will be in the show notes.

I'm big about spelling because sometimes people drive and then they're like, I remember this thing. And then it doesn't happen. Yeah, I'm also a big communicator.

So I'm like, yes, I want you to email me. Yes, I want you to DM me. Like, I'm a big, let's talk to the people.

Like, by email, it's Cari, C-A-R-I-O-S-S-I.com. Like, it's just... There it is, guys.

You guys, all the links will be in the show notes. Cari, thank you so much for joining the show today. Thank you.

It's been a blast, my friends. Thanks so much for listening today. Be sure to subscribe and listen again later.

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