

FINAL LOB EPS413 Amy Kemp

[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.

[Liz Theresa]

Hey, everybody, and welcome to another episode of Liz on Biz. Here with me today is Amy Kemp. Welcome to the show, Amy.

Thank you. Excited to be here. I'm thrilled to have you.

I did, you know, obviously, I creep on my guests before they come, but please tell everybody listening a little bit about who you are.

[Amy Kemp]

Yeah, I'd love to. So I live near Chicago. I am a business owner of, oh my gosh, probably almost 30 years.

But this most recent business, which is just named my name, Amy Kemp Inc., started about nine years ago accidentally. I did not think I was starting a business, but I did. And I am the mom of three kids.

They're old, so I'm in a different season. They're 20-something, 23, 20, and 15, so I still have the caboose here. And then really passionate about the work I'm doing right now, both as a coach, as a business owner and leader myself, but also just watching my clients thrive.

I had a really great week this week with clients. Just really great wins. So yeah, fun.

Oh, oh, are you allowed to say some wins? Yes, I would love to. Okay, tell me the wins.

Okay. One of my clients went, well, first of all, she had her best quarter ever in revenue.

[Liz Theresa]

That's hard in Q1. Well, just because Q1, at least all my renewal bills come in, so it's used my data. But keep going.

[Amy Kemp]

Yeah, but also just she had her top three people who are all on target for like a very significant goal. And that's really driving her is that watching these three, obviously everybody wins when everybody wins. So that's really cool.

Another win, one of my, she's a solopreneur. I worked with her maybe a year and a half ago. And our goal was really to get her income, like her take-home income into the six-figure range, which she more than deserves.

She only works probably 25 to 30 hours a week. And she's really busy with family and things outside of work also. But I was like, there's no reason that you can't also be earning that amount.

And so she just told me this week that like officially she's hit that mark, which feels like such a great win. So yeah, I'm doing her a job. Like what's her solopreneurial?

Yeah, yeah, yeah, yeah.

[Liz Theresa]

Yeah. Really great. So how did she grow?

Am I allowed to say that? Because like if you're a marketer, because I am a bit. Yeah.

But like what was her, do you always have to grow vertically to do that?

[Amy Kemp]

I'm going to give you like a really annoying answer, but it is the truth, which is she stopped focusing on like outside external strategy. And she started to grow herself.

[Liz Theresa]

Oh, that's interesting. I have that. That's a bit of the cobbler in the shoes where you stop, where you don't focus on your company because you're busy helping everybody else.

[Amy Kemp]

Yeah, but she really focused on herself. Like she needed to do some work around her relationship with money, around her belief that she was worth it around. Yeah.

Um, I'd say we'll have those things though, right? What kind of work she was like feeling accepting versus like being more discerning and really choosing things that were going to pay her what she's worth also. But that couldn't happen without like her understanding her value at a higher level.

So yeah, it's like a lot of times when people find me or when I'm working with them, they really don't need help. She's brilliant. Like she's a brilliant business person.

And what she does is of tremendous value to her clients. What slows people down more than anything that I work with is just all of this internal noise, like the resistance in their subconscious habits of thinking that's the work I do. And so what we're doing is like discovering what are those stories?

What are those habits that are deeply buried in your brain that you don't even realize are happening, that are keeping you from earning what you want? It's never, I shouldn't say never. I always am.

Always. I'm always careful not to say, oh yeah, I just said them three times. But it's just more about that for most of my clients.

They, they are, they don't need to work more. They don't need to work. They've got to change the way they think.

[Liz Theresa]

Yes. Well, I, well, that's what I think is probably like the universal. Issue with all, all small business owners and all entrepreneurs is that I, I have my own, I have, I've grown so much, like we're 15 this year and we have a, I have a really awesome business with really nice people that work here and I have really nice clients and I feel I'm so happy for all of that.

Like I am very grateful. And I think, I think I never give myself credit is one thing for that. I have got really far, but then when I think about what would the next echelon be, right?

Like you always think about, or like at least me, I'm very ambitious, right? So I'm like, sure, what do I want now? And so I feel like if I were to think about, see, I'm, I'm, so I, I'm like, what would then be the next money thing I wanted?

Like, I would have to come up with what that is. Like, do you mean something you want to buy or something you want to do that you mean? I think so.

Or like what number, what is the magic number that makes me feel safe? And then is that all a

little bit cuckoo bananas too? You know how like people have magic numbers in their bank account and they're like, if I see that, I'm okay.

But if it's like below it, it means I have to sweat.

[Amy Kemp]

I do. And so like, I, I, I think we give a lot of our power away to money. I work with people on money all the time.

Yeah. Um, but probably because in that money, like budgeting money, a relationship with it. Yeah.

Yeah. Yeah. As entrepreneurs, this, I write about this in my book.

So when I was a newer entrepreneur, I, the, the image I would give you is that the ocean, I was out in the ocean, like on a surfboard and I would ride the waves. Like when things were going well, I was like up on my board. So confident, feeling safe, feeling peaceful, feeling right.

But then when things would dip as they do when you own a business. Yeah. Right.

I would legit like go into a full on panic. I mean, I'm flailing underwater, you know, but all my whole existence was like riding the waves of the big. Yeah.

What I've learned is that when I swim to the shore, I like go buy one of those little beach umbrellas and a little chair. Yeah. That money is like the ocean, like it's designed to move.

It's supposed to go up and down. It's actually supposed to come in and out also. Yeah.

You don't get like real nervous about that when we're watching the ocean, because we trust that it's going to keep coming back in and out. Right. Yes.

But when I'm on the beach, I can be safe and secure regardless of what the water is doing, even when there's like a storm, even when there's a huge catastrophic storm. It's a daily practice. I'm not like great at it every day.

No, that's a great metaphor, though. Yeah. My best days in running a business are when I'm able to be separate and peaceful and secure and let the money move.

And I'm detached from that, like my safety and security isn't found in that. Because when you, man, you'll ride a roller coaster of business ownership. Oh, yes.

But there's also the question of like, well, what's enough? Like, how do I know what's enough? And who decides that?

Like, what is it? Who decides that is a good question. Yeah.

So I always do like, I have three. I'm super ambitious, too. It's probably like my it's a thing where I can get myself into trouble because my ambition will overlook my other life priorities.

Like, it'll just forget that I also have kids or that I. Yeah, yes. A community that I want to be a part of or that I have friends that I.

Yeah. You know, so I've I use this idea filter when something comes in or I'm deciding, like, do I want to create more revenue? So there's three parts to it that I think are really helpful.

One is, is this paying me what I'm worth? Like, that's a really important question. And then deciding what is that, right?

Like, that's what my client was kind of asking. Like, what what am I worth? What is the value of this service or this product that I'm providing?

OK, the second one is, does it fit into the quality of life that I want to live? So I want to work like a teacher and get paid like a CEO. I want to work from like eight to three.

I don't want to work on the weekends. I don't work in the evenings. Yeah.

Does that mean never? No, but like very. Right.

OK. And then the third one is like, is it aligned with my passion and purpose? So does is this a fit for my gifts?

And so if it's not three yeses, it's a no. So as an example, someone just threw this idea out at me this week, like that I should lead a book club because I use a ton of books. I love books.

Yeah. I love the books. Right.

And I was like, I love that idea. I think I'd be great at it. Honestly, I think people would love it.

I think they'd sign up for it. I think it'd be great. But I'm like, is it paying me what I'm worth?

Like. Not really. And you already have friends.

Totally. And the book club would be like it also doesn't really align with my passion and purpose, which is like the deeper. I love the deeper, more intimate work that I do with clients in small groups in one-on-one.

I don't. I'm not like a broad audience person. I'm like, if I'm going to scale, I'm going to scale deeper.

Not wider. Not wider. Yes.

Yeah. I want a like boutique. Unique luxury business that serves a very specific client and goes really deep with her.

Right. So that's the thing. So again, if it's not three yeses, it's a no.

Yeah. That filter. And it helps me so much because a lot of times I get caught on like an idea because it sounds exciting and fun.

Yeah, yeah. But I'm like, but it does. It's not a fit in all three.

And so then it's a mess. It protects me from myself.

[Liz Theresa]

Well, because that is great. It's so damning how excited we get. Because like I, I feel like there are so many things that I'm like, oh God, I got to do.

I got to, I got to, I got to, I got to. But like, I don't gotta, you know, we don't gotta do. It's like, yeah, I'm working on a book now.

And it's really an exciting, crazy process. And it's been really fun. And one of the things I wrote is that just because you love someone doesn't mean you have to marry them.

Meaning you could use this, of course, as a metaphor for just because you love books doesn't mean you have to have book club and be the president and get sponsors and like making a business or like whatever. True.

[Amy Kemp]

You know, but like, And those of us with like the skill and ability to be able to do that are at more risk, right? Because I could, I probably would create a bang up book club if I want. Yeah.

Right. Yeah. So, but I do think it's about that bigger question of like, what are you trying to create?

Not with your business only, with your life, your business being part of that, right? Like your business is a vehicle that drives that and provides income for that life. But like, does it fit into like the overall picture of what I'm wanting to create with my one and only life?

That is the real question. So, and I'm at this weird, I'm at this weird age right now where I'm old enough that I'm recognizing how fast it goes and how much you can miss. But I'm also seeing people where I am in their careers asking a lot of questions about like, but I don't really have any friends.

Well, You know, or I don't really, or I missed, like I was just talking to this prospective client and

she was like, I missed it with my kids. Like they were, they grew so fast and I was so busy. With my, yeah.

And so it's that you've got to know what you want to create in the bigger picture of your life. Then use your business to create that. But have boundaries with your relationship with your business.

Just like you would have boundaries with your relationship with a person. Because it is a relationship and it will, businesses are hungry little bastards like this. Oh yeah, yeah.

If you didn't eat up your life, you know. It'd be easy to work a kajillion hours.

[Liz Theresa]

Because one, it's fun. I mean, I really love my job. And two, it's right here, you know.

Honestly.

[Amy Kemp]

Yeah. But we need to have these. Sometimes my kids aren't fun, honestly, either, right?

Yeah, no, they're not. Like a nine-year-old isn't fun. Or sometimes the stuff that I want to invest in, the time with like volunteering or whatever, doing things in my community.

I don't know. It can, it's just not as urgent. Like it doesn't give you the hit of like progress, like your business does, you know.

And so you can lean in really heavily there and then miss things, those softer, slower parts of life. Yeah.

[Liz Theresa]

You know, I love my son so much. And actually this morning I came and I sat down and he had made me a Mother's Day card. It's massive.

Oh, okay. How old is he? He's six.

Oh. And it says, it's interesting. So they did like all about my mom.

And so he said her job is working. Her favorite food is pizza. My mom loves me.

These are cute. If she had time, my mom would be working on the internet. Oh, that's hilarious.

That's what I do. And then he said she's really good at giving hugs. And when I'm at school, she just works.

Isn't that interesting? So like to him, it's like to me, this is like, it's funny, right? How, you know,

when you're the person on the beach and you're watching the wave, he's watching my wave right now, you know?

Yeah.

[Amy Kemp]

I also think as moms or parents, if you do have the gift of building a business and leading, it's important for you to use it. You know, I think it's important for our kids to see us use our gifts to serve people in ways that help them. You know, like I don't, I think a lot of times my kids probably had to figure things out on their own a little more than other kids because I was working or because, you know, but I also think they watched me do something I was passionate about.

And that I was really good at and do it unapologetically, like make space for that because they knew like that was also providing a great life for them. I was talking to my daughter, who's going to be 23 coming up, and she was like, Mom, I've been thinking a lot about like when I'm an adult or like when I'm a parent and I want to make sure that I do what we did, which was like we traveled and like we went to all different places. And yeah, you know, she was like, we did all these, like we would go to these shows or we would go to a concert or we would go to a museum or we would, you know, we're always like, I want to make sure I do that with my kids.

So it's like they know that the business is providing that for them. Yes. And I think I think so, too.

[Liz Theresa]

Well, I think it shows them what's possible. You know, I mean, like I grew up so different than I and I had really great parents, but like, right, you always want to be better than them. And they always they wanted to be better than their parents.

I feel like as a mother. And so it's like and I'm so much better in this one area, which is money and possibility. I'm so good at that.

I have always have worked to do, Amy, of course, because I have my own money stories like that I'm still working with. But I'm so good at making money not seem stressful to my son. We've never, never talk about money like, oh, where are we going to get the money?

Blah, blah, blah, blah. Or you can't have that because money like when I say you can't have that, I see plenty of toys at home. It's wasteful if you keep just like I turn you into a little gremlin, you know, but I don't make it like we're poor.

Do you know what I'm saying?

[Amy Kemp]

You are like money. What are like if you have a money story that bugs you? Oh, yeah.

Yeah. What is it?

[Liz Theresa]

I think a fear, right, is the first feeling that's coming up that I can tell you. And then I think it's I and I have to get over this a little, right. But it's like I get afraid of charging more because I think everybody's going to just leave.

Yes. And then I'm like, but I know that there and I do. But see, and like today, not today, ah, January was the first year I charged like \$500 more on my signature program.

And that was like a big push up a hill.

[Amy Kemp]

Yeah.

[Liz Theresa]

For me to get myself to do that. What is the fear? Can you say it again?

I'm afraid to charge more because I think everyone will leave. Yeah. Yeah.

I know they won't. I'm so good.

[Amy Kemp]

Like that's the other thing. Like empirically. Do you see, though, like how closely those two things are tied?

You have to understand your value and walk in it and own it with like a deep knowing. Yeah, yeah, yeah, yeah. In order to be able to charge.

That's what I was talking about with my client. Everyone thinks it's like the business strategy. It's not usually.

Yeah, yeah, yeah. It's not. I don't think it is.

It's that what you just did. You went right to like, but I'm good. Like I know my value.

Yeah, yeah, yeah. And I know the value. I'm valuable, period.

That's all that needs to be right. Like I believe that. But that right there stops more entrepreneurs than anyone.

And pricing is where it shows up the loudest.

[Liz Theresa]

Oh, yeah. That's like you can tell you because when you were talking about am I that three, the three things, your triangle, I made it a triangle. It's nice.

Yeah, I always do, too. I hold my fingers up like, yeah, yeah, yeah. And so I'm like, well, I'm like, you know, when I think about those three things, I have certain offers where I'm like, well, you know, like where I'm like, I'm doing that.

And it's and in some ways it's extraordinarily successful. It depends on the client. And and in some ways it's like it's like they juice it too much.

Do you know what I mean? And then I'm like, is that a signal for this is valuable but requires boundaries, perhaps? Or is it a signal?

Yeah, actually, that sounded true when I said it. So I'm like, is that the signal? And then I'm like, because I don't think it's the offer that's sick.

I think it's when I go beyond the beyond the container that I get taken advantage of.

[Amy Kemp]

How does that feel in your body? Or what do you experience when that happens?

[Liz Theresa]

I get excited that people want to talk to me. I'm like, yeah, but then I think I think it's a dangerous game because you burn out that way. And then like when you have somebody like and then, you know, it's you have to be really cautious about how you use your energy, I guess I'm trying to say, like, if your energy is money is energy, right?

Talk about the wave. It's the person that energy. And the dips are when like, if you're sick, or you're just really tired, or you need a minute, it might dip.

But that's like, also, like, because it's energy. I feel like it's like, you're getting what you're putting. Yeah.

And if you're putting trust that you're getting a little, you know, you're getting something. Yeah.

[Amy Kemp]

I think about like, people who understand their value. Well, first of all, we have a hard time understanding our value a lot of times, because what we do that's our natural genius feels so easy to us. So I always ask the question, like, what is the thing that feels so easy to you, but

astonishes other people?

You know, where they're like, Oh, how did you do that? You're like, what are you talking about? I don't even know what you're talking about.

I do it really quick. Yeah. All of that.

I have a lot of little that. So then we think, yeah, it's so easy for me. Why would like, how could I charge someone for that?

Or how could I charge more for that? That's so easy. Yeah, right.

But like, I'll give you an example. So when I was, I mean, I can think of when I was very young, I would, this is funny, I had a club in our neighborhood. And we had like this little area in like a wooded area.

And you had to put a piece of chewed gum on a tree to get in to the little room. All right. Okay.

And then I would facilitate these small group conversations with like, all the neighborhood kids. They're all so young. How we could make the neighborhood a better place and like all this stuff.

So I've always in my whole life been able to facilitate conversations with small groups of people. When I was a teacher in my first professional life, I did that a ton with my students. Like get into a group and let's talk about this.

And I would get the quiet ones to talk and I would quiet the loud ones and I would pull good stuff out of people. Right. Like I was just doing that.

I didn't even know what I was doing. I didn't know that everyone can't do that. That's like...

No, not everybody can do that. Yeah. Right.

And so I was just giving it away all the time, like for free. Oh, I didn't know the value because it felt so easy to me. Yes.

But I've harnessed that and started to understand the value and what happens when people are in those groups in their lives is tremendously like impactful. And so in my business, as I lead small groups, coaching groups, I've started to understand the value of what people get from being in that space with me.

[Liz Theresa]

Yes. And that small groups anyway are amazing. I love small group programs.

They're awesome. Yeah.

[Amy Kemp]

And there's like an energy that is multiplied when you're cross-pollinating, right? Yes. Yeah.

And so I just really... But what I'm saying is I had to understand my value. I had to understand the value of that contribution before I could put a price on it that was accurate.

[Liz Theresa]

How did you come to that though? Like yourself, because you're so... If you were like, it's so easy.

Like, did you just have a moment? Working with a coach. Because they can see you the way that you can't see you.

Yeah. That's the title of my book. I See You.

Oh, it is. Oh my God. And it's seeing me because I'm looking at it.

[Amy Kemp]

A hundred percent. I don't know that we're designed to see ourselves. I think we're designed to live in community and have other people see us.

And I needed someone to say to me, why are you giving that away for so little? That's so valuable. Look at what you're providing for these people, right?

And it gave me the courage to say, it is. What am I doing? I can't, you know, it gave me courage.

But it was all in that gift. Yeah. It was slow.

And then it's incremental too. You've got to be able to own your prices in your full body. Agree.

People won't pay them. I have to be able to understand that value so rooted and deep. So I had to start where I could believe it fully.

And then I worked my way up as I've grown personally and more and more understood the value of what I do.

[Liz Theresa]

I always say to people that your best price should be the point of money where you don't laugh when you say it. It's like that. You're very uncomfortable.

That's true. You'll always be a little uncomfortable. Yeah.

And as long as you're not like, ah, like when you say it, you can feel it in your tummy. Then it means that at least you're challenging your own self-belief or something.

[Amy Kemp]

And it's funny because the client that we started talking about at the beginning was like, I had this opportunity to work with this client and they asked me for the price. And she's like, I just put like a bigger number than what I thought. You know, I just put it on the proposal.

Like what I thought was more than I've ever done. And then they didn't even blink. They were like, yep, that's great.

You can do it. Like, oh, I should have gone higher. You know, like, yeah, because it's all who determines value.

Like, no, it's true. I mean, it's just like anyone can just if that's that valuable to me, I'm going to pay for it. The other thing that is so true is that those clients who don't balk at your prices tend to be complete joy to work with.

Yes. Yeah. They tend to be just like complete, absolute joy because they understand the value.

They're willing to pay it. They value you and the work you're doing with them because they're paying for it. And so it tends to be like a really reciprocal, successful venture.

This is a very rich conversation.

[Liz Theresa]

I'm like, we have we're dropping so many good nuggets in here, you know, but it's true. I feel like the people, the clients that are the most painful often got away with paying the least somehow. Do you know what I mean?

Yes. They like snake their way. They're like, you know, don't let them in, you know, better foundation or a thing in your door to keep the snakes from getting in.

Yeah. Yeah. In the South, I think snakes go into houses.

Mm hmm. Isn't that a thing? That's why I don't live in the South.

That's why I live in Chicago. As you should know, one time there was a snake in my parents' house and I was, I don't know, I was probably a teenager or something, but I had a wicked, I was so sick. So my mom just goes, there's a snake in the house.

We'll see you later. And she just like left me in the house. Oh, I was like, but I had like a wicked high fever.

And so I was like, I was just like, okay, I'll go to, I'll go away from the snake in another room and stare at the doorway. That was what I said. Because I was like, now I see if it's going to get me, you know, I think it was just a gardener's thing, but my mom abandoned it.

[Amy Kemp]

I don't want any kind of snake in my house.

[Liz Theresa]

She's like, there's a snake. I'll see you later. It's just like, wow.

So funny. Yeah. No, I took us away.

But no. So how are, what are some of the entryways for people to get to know you? So you have this, tell us about the books.

What's the book about?

[Amy Kemp]

Okay. So the book is written for women who want more income and influence and impact without more work. So the core message of the book is that you can't outwork your thought habits.

And I, the work I do is very specific to subconscious habits of thinking. These like deep grooves in our brain that exist because they helped us survive until they don't until they actually become a hindrance. So I designed the book to feel like the foyer to my work.

You can walk in, look around, see if you like it. It's kind of designed to be like a coaching experience with me. It's really funny.

It is written for women, but I just, I was playing pickleball and one of my friends who he's like, he doesn't walk into the pickleball court. He bounds in. He's like the energizer, but I was like, you know, he's there.

He comes running in the other day. He goes, oh my gosh. I'm like, what's going on?

Yeah, yeah, yeah. We're on our way to a vacation. I look over, my girlfriend has a book with your face on it.

And so I grabbed it. He's like, I read the whole thing on the plane on the way to our trip. And he's like, why is it just for women?

I thought it was so great. Oh, I love that. He's welcome.

[Liz Theresa]

Anyone is welcome into the place. You'll hear that like his girlfriend randomly had your book. Oh, cool.

All right. Yeah, cool. And no, I feel like we all need a book like that.

[Amy Kemp]

Yes. So the book is called I See You. And you can get it anywhere you get books.

Also on Audible. It's my voice. I recorded it.

If you're a listener, a lot of people listen. So yeah. The other really easy entryway.

So in this work I do with subconscious habits of thinking, I use an assessment tool that's called the Habit Finder. If you can imagine like unzipping your head and kind of being able to take a picture of where your brain has risk of falling into certain patterns of thinking, that's what this tool does. It is not a personality or strength or any kind of assessment like that, all of those tools are really valuable.

This is about subconscious habits of thinking. And so you can take that assessment for free. It's a really great tool.

And you get the results right away on my website, which is my name, amykemp.com. So those are really the two easiest like first steps you can take to engage with this work.

[Liz Theresa]

Yay. Okay, you guys, those links will definitely be in the show notes. Just so people, if you're driving, don't hit a tree.

I'll get it to you. Also, Amy Kemp is easy to spell. It's just with a K.

Yeah, super easy.

[Amy Kemp]

Yeah, M-Y-K-E-M-P. That's the good thing about having a short name.

[Liz Theresa]

Yeah. Amy, do you have anything else you'd like to share with our listeners today?

[Amy Kemp]

I think I would close with just a, I don't know if it's a challenge or a reminder, or just sometimes I need to hear this myself, which is never apologize for investing an amount of your budget in

growing you. Even if it's a kind of significant amount. And I don't, sometimes it's like, well, that money could go toward, or it could go toward this, or it could pay for this, or it could go.

I just don't know that I've ever seen anything with a better return on the investment than when business owners and leaders in businesses invest in growing themselves. We're like so willing to pay for the new tool or the new piece of equipment or the new whatever, software program, right? But we're so hesitant to invest that same money in the most important part of our work, which is us.

Yeah. And so I guess it's just a reminder to, if it's like sign up for the course, pay the coach, go on the retreat, whatever the opportunity is, that's right in front of you, buy the book, like listen to the podcast, but like whatever the opportunity is, find the amount that you can, it kind of nudges you out of your comfort and just invest it and watch that return. Watch the return.

And it happens. It always does. Yeah.

But it's always scary. Every time I do it, I'm terrified. Like I have something I'm considering right now for me like that.

And I'm just like, oh, it feels scary. Yeah, it does feel scary.

[Liz Theresa]

But yeah, I feel like, I feel like, well, because, you know, I had somebody on the show once that described it like you can't see yourself from inside the jar or you can't see your business from inside the jar. Like let other people see you. That's like the name of your book.

But it's also like when you engage in that type of personal development, it's so important because you can't see the other side of the jar. Like you are you are the jar. You're in there.

Like, yeah, the way you're the thing you're looking for. You're the thing. Yes.

Oh, my gosh. Well, so, Amy, thank you so much for joining us today. I would love to have you come back because I feel like I could talk to you all day.

[Amy Kemp]

Agreed. Yes.

[Liz Theresa]

So fun. Thanks for having me. Thanks so much for listening today.

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