

FINAL LOB EPS416 Linda Hunt

[Liz Theresa]

Liz on Biz is brought to you by the Women's Business League, the only networking organization where women come together to connect, support, and grow authentically. Whether you're a seasoned entrepreneur or just getting started, WBL is the place where genuine networking brings real results for your business. Join me, I'm a member, and sign up for a virtual membership, or you can join one of their local chapters at womensbusinessleague.com.

Want to be a lead magnet? It starts with using better words on your website. Hey, I'm Liz Teresa, and I'm here to tell you that improving your copy is the absolute easiest, quickest, and most cost-effective way to get more clients and cash rolling in.

Go to freecopyvideo.com to download my free copywriting training. See you there. Hello, and welcome to the Liz on Biz podcast, where the guests are barely prepped and I'm barely ready.

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 Linda Hunt from Some Solutions. Welcome to the show, Linda.

[Linda Hunt]

Thanks, Liz. I love your energy. You're so, yeah, you're very high energy.

I love that.

[Liz Theresa]

You bring it. I really bring it, and I have a background in theater, which may not be surprising, but when I do, like, the intros, I actually use, like, I, like, do good breath work, because it's a big, like, I do all that. And people, my friends impersonate me.

They're like, like, they, like, make fun of my friend Ashley. She and I used to, she owns a business, too. She's really cool.

And we've been friends forever, but we used to sometimes co-work in the same office, and I would do podcast recordings, and she'd be in the room working. And then one time, I was, like, making fun of her, like, on a consult. And I was like, hey, this is Ashley.

And then she was like, hello, Liz on Biz. We tease each other. We're grown-ups, of course.

Yeah, we're grown-ups. Still teasing each other. Are we grown-ups?

[Linda Hunt]

We have a child at heart, right? I was going to say, I think we're grown-ups, children in grown-up bodies.

[Liz Theresa]

It's true. It's true, though. But no, I love your energy, too.

You're so easy to talk to. I'm sure something your clients likely say to you.

[Linda Hunt]

Which, yeah, and surprising. I mean, my background, I'm an accountant, right? Although I've been told I can't be an accountant because I have a personality.

And I say that with love, because I love, you know, I love numbers and everything. So accountants out there, I get you.

[Liz Theresa]

Yeah, yeah, you get them. Well, and it is because I think, well, us as business owners have that whatever narrative or myth about accountants. Like all accountants must be, you know, people that wear glasses.

Not that there's anything wrong with that. And like, I was like, I love numbers. But like, that's not necessary.

You might love numbers, but you might also love to watch Friends.

[Linda Hunt]

Exactly. Absolutely love to watch Friends.

[Liz Theresa]

So tell us also, you're an accountant, but tell us more about some solutions.

[Linda Hunt]

Yeah, so some solutions started out in the late 90s, early 2000s, as a remote accounting and bookkeeping services businesses. So I was one of the very first out there before like remote was even a thing. Like the internet did not support.

No, it wasn't ready for you. Oh my God, it wasn't ready for me. Like we used to have a courier, like come pick up the package.

Like we would do all the, you know, check writing and all that stuff. And they would come pick up the packages and they would deliver it to the client. So we were local at that point.

And I just started out offering accounting and bookkeeping services. But I made every mistake in the book possible, right? I didn't start with a clean relationship to money.

And I live the exact, you know, patterns that I see now with businesses. So over the years, I kind of, you know, grew and morphed. And as I recognized I was under-pricing, over-delivering, you know, over-explaining my services, I was taking rejection personally, right?

Working constantly. And I wasn't creating the financial stability I expected. As I started to figure that out, I noticed other bookkeepers were doing the same thing.

So I started teaching them what I called the business behind bookkeeping. So I offered, yeah, I offered the bookkeeper's business blueprint and really that is, so my company's kind of morphed. I actually don't even do that specifically anymore.

But I do work with service provider businesses in two key areas. One of them is pricing, right? So we talk all about that relationship.

Pricing, over-delivering, self-worth, how to talk about your pricing, right? Because pricing breaks in three areas. It breaks in the conversation, right?

So when you're having to state your rate, you're gonna, my voice used to wobble. It also breaks inside the work where we're over-delivering, scope creep. And then it breaks in the structure.

Oftentimes service providers, I'm gonna say this and some people be like, that's not true. But 80% of what we do is repeatable. The difference is the client that you're working with.

So if your delivery is not consistent, so all of those three things together, if you don't have a handle on those, your pricing, no matter what you're saying your rate is, there's money leaks and it's not fully supporting your business, right? Even some efficiencies it sounds like.

[Liz Theresa]

Yes, absolutely. It's a huge shrink is what, so I used to work as a cashier. Many, many, many, many years ago, I was like 16 and they made us watch a video and it was like, this is called shrink.

And shrink is like, if you forget to scan an item or like if somebody buys a thing of bananas, but you only weighed one banana and then they got extra bananas for free by accident. And so it's called shrink. When we do these inefficiencies or mistakes or errors, that lose the company money.

[Linda Hunt]

That lose the company, because pretty much everything, even though we don't think about it, is it's related to money. And so if your pricing isn't structured properly, you're going to be underpaying, you're undervaluing your business, okay?

[Liz Theresa]

I'm guilty of over-delivering when you said that. And I have to, and my team is, because we love our clients, right? So like when you think, oh, I love my clients, so I will X, Y, Z, but that's not really love, because it's an uneven energetic exchange if money is energy.

Correct.

[Linda Hunt]

You hit the nail on the head. It has to be an energetic. So what I'm going to say to you, Liz, is what you need to do is if you know you're going to over-deliver and you consistently over-deliver certain things, include that in your package.

Ding, ding, ding. Including your package. So that's one side of my business.

And then, but the two sides are related. The other side of our business is what I call financial architecture, right? So it's really about being clear about what support you need on, let's call it the accounting side, right?

So some businesses, when they first start out, they think, oh, I'll get this program and it's going to solve my problem. And then we're investing in all these tools and it's not helping them, right? And actually those tools might not, they might not be ready for those tools.

They might not need that complexity. I'm all about the right financial architecture for your stage of business. And I work with businesses from startups all the way up to highly complex businesses that have all these systems where the data doesn't match up, right?

And what we do is we, I kind of look at it and I say, okay, this is what you need for your business. And I call it, there's accounting, right? Which is the history.

It's the reporting. It shows you the patterns. It shows you what's happening.

And then there's the financial operations which you so lovely described when you were talking about being a cashier, like the shrink, that's financial operations. And the two have to align and be clear. And that's, so that's kind of where I, I work with clients on that as well.

Well, my company and I work with clients on that as well.

[Liz Theresa]

And it's sometimes it's hard to know where your holes are because you are the one doing the work. Yes. And if you don't know, and if you don't stop or get a partner like you, Linda, right?

Like how could you see, you can't see the holes if you're wearing the shirt. It's like, if you wear a shirt and it has a hole in it your mom's going to tell you or your best friend. They're going to say, what are you doing wearing a shirt with a hole in it?

You know, and then what do you say? Oh, I didn't see that. I didn't see that.

Or I didn't know, like I'm wearing jeans with holes. And I think about my dad every time I wear jeans with holes but they have a hole in the knee and he's always like, oh, your jeans have holes in them. But I'm like, all right, I hate you.

But I love my dad. But like, I'm like, oh, yeah. Every time I wear these pants, I picture him annoying.

Because he's so, he's such a dad. But no, I think like we can't see, you can't see the holes on the shirt that you're wearing but similarly you can't see the holes in your business that you're running.

[Linda Hunt]

Right. And sometimes, yeah, so how you can identify the patterns, right, is it could be showing up as exhaustion. It could be showing up as basically your calendar's full but your bank account's not reflecting how busy you are.

Ding, ding, ding, right? Yeah. I'm trying to think of, let me see.

That's a big ding, ding, ding.

[Liz Theresa]

Because if you're like, I'm so tired, I should have \$100,000 in there. Or like whatever the sentence is in your head. Right, right.

That doesn't make any sense. Or if you have like 20,000 less than you thought or I don't know what people's rules are for determining how am I doing. But it's like if something's off, like if you're not earning comfortably and you're tired, that's a problem.

[Linda Hunt]

That is a huge pattern and you've got to kind of step back and look at it. And typically what ends up happening, Liz, is that, so that's why I call pricing breaks, right? So we go back to what I said a few minutes ago, it breaks in the conversation, inside the work or in the structure.

So if you don't have the bank account that you think you should, it's most likely going to be a combination of inside the work, over delivering, adding value, adding things that the client didn't ask for, right? And also inside the structure, not consistently delivering your services the same way and kind of adjusting on the fly, right? So you're always, so what's happening is not only are you expending a lot of energy physically, you're expending a lot of mental energy.

[Liz Theresa]

Well, yeah, even quoting, I mean like what you're describing on delivery can also be like applied to the process of quoting because I have flats. So like, and people wonder why I have these, like I have different flat numbers that I always quote based on the project on the phone. I quote on the phone before I write it down because then it can increase the likelihood that that person can make a decision more quickly.

And I usually have a very good, sharp sense, but it's because I'd come up with predetermined flat rates that scale. Yeah, so it's like small projects are XYZ, medium projects are this, large projects are this, websites are this, brands are this, like I have rules. And then- Fabulous, fabulous.

Because I think a lot of people lose, you're going to lose the goose. Do you know what I mean? If you don't know, yes, like you should know your numbers, like you're saying, obviously.

You should also know your sales strategy should be that easy. Yes, absolutely.

[Linda Hunt]

Absolutely. It should be repeatable. It's repeatable.

That's exactly how when we do accounting services, right? I'll have somebody go, well, I only have \$6 million in revenue and it'll be like, okay. And then I'll start to go through things.

I'm like, yes, you have \$6 million in revenue, but there's no automation. Yeah. So, or it's very complicated, whatever it is.

And so you can't judge, right? And it's like, you're the expert. So that's the other thing I want people to hear is you are the expert in your field.

Yes. You know how you deliver your services and the thing I want people to hear me say this, price your services to consistently deliver the quality you want to deliver. Do not skimp your price.

Yes. To get the client, because it will become a relationship that is very heavy for you, right? And if you're doing that, that's another sign, Liz.

If you've got a lot of high touch clients, you're not pricing correctly. Because you're carrying your business instead of allowing the structure or the system to carry your business. So what you

highlighted to me, how you have these flats, that's a system.

That's a structure. Yes. You're letting that structure support you.

[Liz Theresa]

Yes. It's so much healthier. And the only time I deviate from the flats in my head is if the project is beyond my understanding at the moment.

So just to give you an example, and I don't think these people are going to hire me, so I'll tell you about it. They said something and that I made a joke and they didn't like it. But it's because it's my personality.

But basically they have a project and they are migrating from one, it's called one CMS to another. So a CMS being like WordPress. So going from something that's a really old one that doesn't really exist anymore to WordPress, but they want us to come in as like an adjunct firm because the other firm that they're working with doesn't want to do all the work.

It's really what it is. The other firm said, we're only going to do this part of the work and you have to subcontract the rest to us, right? Or contract the rest to us.

So I had to quote, it's like moving like, it's really big. It's like moving like maybe thousands and thousands of pages and posts and redesigning them and developing them. In a new framework that doesn't yet exist that I would have to make.

So it's like, this was a big project. So I didn't send the quote right away because we were like, I talked to them on a Thursday. This is just to give you an idea of how annoying they were.

And that's why I don't think they're going to hire me. I talked to them on a Thursday. They didn't get the quote Thursday or Friday because we were closed because we had a big celebration because I celebrated 15 years.

So we closed on the Friday and I had my team fly in. It was very fun. And then we didn't reopen till the Tuesday.

So really it's only been two business days and I hadn't yet submitted the quote and it was a very hard quote. It wasn't like a website. It could just tell you what it's going to be.

So anyway, I have an automation that goes out whenever people schedule a call or come into my ecosystem. And it's like a welcome to Liz Teresa. Liz is so great.

Look at Liz doing all these nice things. Isn't she nice? Isn't she great?

But it says information. There's information in these, but it's like a nurtury welcome thing. So she sends me an email on the Tuesday and it's like, funny how you email me every day with these

marketing messages and I don't receive a quote from you.

And I said, hi, we'll just call her Lisa. It wasn't her name. Hi, Lisa.

I said, this is by far the least flattering thing I've heard today. And I go, I'll have your quote later. And so I send her the quote, nothing.

We're never going to hear from her again. But like I go, did you? Oh, no.

And I also said, did you know you could just like unsubscribe? I'm almost like you said the quiet part out loud. If you don't like someone, leave.

[Linda Hunt]

Leave. Well, the other thing that I'm kind of picking up here is that, yeah, what I'm picking up here is they probably thought you, they were going to be the biggest job you've ever had. Oh, that's what I'm kind of.

Yeah, I'm kind of cute. Yeah. And here's the thing.

Yeah. What I want, I hope everyone takes away from this is every client, we're not meant for every client. And it's OK.

And actually, I have a feeling that if you took that client, you would not have been supporting your team, right? Because that client to me sounds like they're not aligned with the values of your company.

[Liz Theresa]

Oh, no, they're going to be a massive pain in the bum. And I would have had to, I charged, I mean, the quote was high, but it's because I would have to charge a team to just work on them. Like I would have to hire people to handle them.

[Linda Hunt]

Oh, right. And yeah, I mean, I have, we're working with a consulting client right now. And the consulting client says, oh, we're going to go into recurring services with you.

And I'm like, OK. And they're firing, they're like, and we work with in-house teams, right? But they have an in-house person.

They're going to be firing that person. It was, it's imminent. They still haven't signed the paperwork.

I've been talking to them for about five weeks about this. And we're like, finally, I'm done. I'm done.

They're going to walk away if they're not going to jump. Well, right. We're finishing up the consulting part.

And I'm like, and I'm getting copied in on emails that have to do with recurring work. And I'm like, I'm not responding because. So they don't involve you yet.

Yeah. It's like, you're, you're emailing me, but, and the thing is, only we can hold our boundaries. Because if I decided, think about this.

If I started answering those emails, that is scope creep. That is me allowing it, which then means I am diluting the fee that I charge them. By a lot.

And that's what I mean by inside the work, your pricing breaks. It's only you can hold your boundaries. Yeah.

And it's not about being rigid, right? I had an, so, so same client, right? Their bookkeeper did not know how to record something.

She reached out to me. I happily helped with that. Took me less than 15 minutes to kind of walk her through what she needed to do.

That is not a scope creep. That is just being.

[Liz Theresa]

A nice person. And yeah.

[Linda Hunt]

Yeah. Cordial and nice. Because everything doesn't require, doesn't require you to say no.

However, if you're doing something consistently, right? Like, let's just say, I don't know, maybe you do in a brand kit. You always do it.

[Liz Theresa]

Yeah.

[Linda Hunt]

Media banner, right? You just throw it in. Just charge for it from the beginning.

Right. Yeah. Yeah.

Yeah. From the beginning. It's like, don't, because it's easy for us.

Doesn't mean it doesn't have value. Right.

[Liz Theresa]

And that's what I did. I added my price. Cause I used to give people social media banners.

And I was like, that should just be part of the package. Cause I give it away every time. And then I dramatically increased the price for branding.

Cause my branding prices were too low. Cause I realized I was like, I was over delivering and undervaluing how much work it was to do all that.

[Linda Hunt]

Yeah. So I have a question for you. What, what was the trigger that made you realize that?

[Liz Theresa]

I looked at all the different things we sent the person. I looked at the number attached and I said, why is that so low? I love it.

I love it. It was just a logical, like that doesn't make any sense. And then I, and then I also was like, when, cause whenever I quote sites, interestingly, we always roll branding in and sites are a lot more expensive anyway.

But even if sites are more expensive than a logo, which they should be, they're more work. Then I can also look at the website package and say, oh, the value of the logo is \$2,000, right? Just to give you an example, like the branding package is 1997.

In case anybody wants to buy one today. But then like, if you look at the price of the website package, you could actually say, of my flagship program, like let's say you do the best one, 5,497 right now. And you take 1997 out of it, that still leaves like \$3,500-ish for a website.

And the website used to cost that without the, and so actually all of my math still math. And like, when you talked about like pricing and you said something like, and this is such a great visceral observation, when you talked about how your voice wobbles a little when you talk, and I'm like, it should at least wobble slightly when you say you're pricing, because I always want people to price to the point that you're always a little uncomfortable with it.

[Linda Hunt]

Yes, yes. But at the same time though, you don't want, you want, when you're stating your rate, you want people to know that you're confident and your value is enhanced, right? You can't laugh.

You shouldn't laugh. But you don't, because I'll tell you, when I said my rate and I was like really nervous about it, right, and my voice shook, that is when people would jump in and they would try to negotiate. Or clam up or say, I gotta talk to my husband and all that annoying stuff.

All that kind of stuff, right. And exactly, and what we have to realize is people are coming to those conversations with their own money story, right? We have our money beliefs and our money story, and they're coming with theirs.

And just because someone, so when, what your prospect really wants is to know that you've done this before and they're in good hands. They are buying the outcome. They are not buying your hours, right?

So they're coming to you, Liz, and they're like, I want this amazing website and your personality, right? Your bubbly personality make, like I actually am like, I'm gonna get a great website from, you know, or I'm not gonna. Yeah, they're really good.

[Liz Theresa]

I'm sure, I'm sure they're fantastic. I love them so much. I have a shirt that says it cause we do print and promo now too.

So I made a shirt that says, I love websites, I wear it.

[Linda Hunt]

I love it, I love it. But you're money, it's a solution. Yeah, it's a solution.

And folks are buying the transformation. So you, so really where your confidence, right? To have a confident money conversation with prospects is you have to believe in the transformation that you are gonna provide for your client.

Yeah. The transformation or the result, those are interchangeable, right? Cause some people have results and some people are transforming their clients.

[Liz Theresa]

So just- This is so interesting when you think about the companies and the business owners where they say that they act so hungry, like they're not getting work. And I'm like, I wonder, I mean, it doesn't mean it is every time, but it could be a confidence issue. If you don't fully believe in your result, well then would you buy it?

[Linda Hunt]

Exactly. And if you can't explain it clearly, that's where you need to work, right? Because that's where your money conversation, that once you have that down, like I call myself a financial

architect and people will go, well, what do you mean?

Or I'll say I'm a money clarity catalyst because I create the ground or like the fertile, the garden. The foundation stuff. The foundations are for you to realize what, like you already know, like the answer's inherent in you.

I'm just gonna create the circumstances that you're gonna figure it out. And yes, I'm gonna give you tools and structure along the way, but inherently we know the stuff, right? But when I say financial architect, that kind of creates a visual in your brain.

Yes. I'm not saying I do. Yes, one of the things we do is accounting and bookkeeping.

Absolutely, but financial architect, I'm helping you make decisions. I'm helping you use your numbers in a way that will give you clarity and make decisions differently for your business.

[Liz Theresa]

Yes, and also laying the groundwork. I think a great side effect of your work is knowing our value because you're able to see us. Like if we're like, oh, I'm good at my job.

You'd be like, no, you're the best at it. And here's all of the reasons why you are the best at your unique thing that you do because you can see us and we can see you.

[Linda Hunt]

So I love tea. I'm a tea, I love, absolutely love tea. There's a tea house not that far from my home and I've gotten to know the owner pretty well.

And in tea houses are cropping up all over the place. So she called me and, or sent me an email, I think. And she's like, they're charging \$48.

So she charges \$54 for an afternoon tea sitting.

[Liz Theresa]

And it's a lovely, I mean- Yeah, I've been to the one, but it's like not that close, but I loved it.

[Linda Hunt]

Yeah, the experience is amazing. And then she, and I looked up the one that was charging \$48. And immediately I said to her, she goes like, I think I should change my price.

I'm like, well, first of all, no, and here's why. And I contrasted the differences for her. I'm like, they have a limited menu.

They have a two hour, an hour and a half seating limit. They had a couple of other things. And I

says, but you offer flexibility, different menus.

The difference was so, there were so many differences. And when I pointed it out to her, because it's her own business, she's like, thank you. She goes, I now see the value I offer differently.

Because we contrasted. So yes, it's good to always know what other people are charging. That does not define you and how you deliver your service and or your product.

It's true. Because I met a jewelry designer the other day and they're gorgeous stuff. And then, but it's just the way she really worked with the people and says, well, these earrings work.

Like I got these actually. Oh, gorgeous, love. And she really helps you figure out the right look for you or whatever.

[Liz Theresa]

Oh, see, it's already a massive value by the way. Otherwise I'm going, what I just walking into, I almost said Claire's, but I'm a little old for that. So maybe I'm walking into Macy's or something.

I'm not going to Claire's anymore. And you know what I mean? You just buy some earrings.

They don't think about that.

[Linda Hunt]

No, but the way she, and then the way she packaged it. And then it was, there was a little follow-up email and says, I hope you're loving your earrings. And I'm just like, wow, because she designed them.

They're part of her, right? So it's this very different approach and I loved it. I absolutely just, it's all about the human touch.

You know how we're also worried about AI? Well, in the accounting industry, we've been dealing with it for years. We've been told for years.

We don't need, you know. You have been told that. We have, we've been told.

I've heard people tell the accounting people that. And they're still here. We're still here.

Yeah, we're still here. And the thing is, AI cannot replace a soul. It cannot replace humans.

It can replace certain things humans do. Yes. Which is why I'm so passionate about like, the businesses I work with.

I want them to really focus their processes in communication and in delivering that consistent quality because that's the experience. And that was the experience of the tea house. This is why

you're booked every, you know, the four days you're open.

This is why you don't have an opening.

[Liz Theresa]

It's because it's so great. Yeah, I'm so surprised. It's so funny when I heard that story.

I was like, why would she be worried? Yeah. I mean, because I'm like, when I'm shopping for a tea house, if I were gonna, I would look, okay, which one is the pinkest?

And then, but that's because I'm going for how cute it is. So then I'm like, is it, which one is the pinkest? Which one is like in, within 30 or 40 minutes away and not like an hour?

Because I think, I don't know where my nearest one even would be. Yeah. We have a tea room.

They have a funny tea room, like near us. And it's all psychics though. So it's a psychic tea room.

Oh, exactly. People have tea and then they read your leaves and like.

[Linda Hunt]

Oh, really? Oh, like a Russian tea house. Yeah.

[Liz Theresa]

Yeah, yeah. That's kind of cool. And then there's like a more traditional tea room on the North shore that I went to that I loved.

It's so beautiful. Yeah. Like, it's funny what she would worry about would, and I was like on another planet.

Do you know what I mean? Like you never know what your customers really like, what they value.

[Linda Hunt]

Right. That's exactly, yeah, no. And that is also a great exercise.

That's a great point because ask your favorite clients. Yeah. What should I do for you?

What is it, you know, what value am I bringing to the table? And just say, you know, you could say, I'm trying to refresh my marketing message or whatever. Yeah.

Give them whatever reason you want, but listen to what they're saying, because they're going to tell you something that you didn't realize you were doing. Yes, somebody did that for me.

[Liz Theresa]

So I made her, we did a website and a brand and I set up her like, I did all her stuff. Like I set up her booking system and all of her email stuff. And then she said something like, you're not just a web designer.

And I go, thank you. And she's like, no, like, listen, she's like, you heal people's marketing. She's like you, because she's like, the way that you see people.

Yeah. And like, can carry their voice, like, because I do copy. So she's like, the fact that like, you can meet me, understand me that much, that you can speak what I've been trying to say.

She said, that's not normal. That's not normal. And she's like, and that's why she was like, you, like, you heal people around their marketing.

And I was like, invisibility. So it's something I've started to say more.

[Linda Hunt]

Well, I, yes, I have noticed that. I have noticed that about you. Yes.

Thank you. But, but it's visible. It's visibility.

And, and I think that's the common thread. Like I'm in the finance field, you're in the marketing field, but it is about helping folks feel seen and helping them articulate. Cause we're not, you know, people aren't, people have a lot of shame.

There's a lot of emotion, right? Especially for business owners, when they think they should know something. Yes.

Or be an expert in it, right? Well, when we have a job, we're only just doing our job and there's structure all around us. When you become an entrepreneur, you're wearing all those hats.

You're doing it all. You got to build that structure. You've got to build that structure.

And the thing is, you're not meant to be an expert marketer. You're not meant to be an expert numbers person. What you need to do is know enough to ask the right questions.

That is the job of the entrepreneur. And then build your scaffolding. And yes, I understand when a business is new, it is not easy to, you know, build everything out, right?

And have that support team. But if you identify what's like, if you're, you know, but if you're bookkeeping or if you're creating your website is the drag for you and it's taking you 20 hours, right? Hire it out.

Yes. Make that investment so that you can shine.

[Liz Theresa]

And like move forward because in bookkeeping and money was the first thing I hired for. Like I had assistance, but like the first consistent all the time. Yeah.

Was bookkeeping because I was like, this is the thing I only know enough to make sure I'm doing it right for taxes. But this is the thing that I am. I know I can do, but I don't.

It's not my area. It's not my zone of genius. It's not where I'm most excited or anything.

And it's also really hard for me to switch to the switch brains. To go from like, I'm designing your brand to like, where's the receipt for Amazon? Like, and I'm just like, I can't like, it's really hard.

[Linda Hunt]

Because there are two, one's fluid and one is structured, right? One's fluid and one's structured. But I bet you, you probably, I'll be surprised if you say no.

I bet you, you now look at your numbers and you see the patterns.

[Liz Theresa]

Yes, I see. I know so much more now about my numbers because I've had people helping me and people that tell me, well, your payroll's usually X. And if your payroll's usually X and your income's usually Y, you do really well.

Like, see what I mean? Like in my, and I, we are genuine. We're generally profitable.

The only time I had a chicken little moment this year was Q1 because I thought I was poor. And I said, am I chicken little or is it fine? And she said, you're chicken little.

And I said, oh, and then she explained why. That's fantastic. I love it.

Explain to me. Yeah, because it's only because Q1's so expensive. So like, it just feels like, and then I went to Disney.

And then like last year, I paid off my mom's car and I like did a lot of big things. Like paid off my debt, my student loan debt last year, paid off my mom's car. It was like huge life goal things.

And then this year I was like, well, I have to be destitute because I've done all these giant things. And she's like, no, actually you're still profitable. And I was like, yeah, thrilled.

Not very profitable because I did a giant expenditures, but I still had a profit. And I was like, that's amazing. So Linda, it's actually time for your last question, but I think for a million hours in a day

because you're just a delight and brilliant and awesome.

I want to ask specifically about your book because I'm writing a book also right now. But I want to know what was, I want to know so much about your book. And I have one question.

So just do your best to tell me how was writing that? Was that hard?

[Linda Hunt]

And then tell everybody who got it. So the Money Conversation is the name of the book and it was in my head, Liz, for 15 years. And when I actually sat down to write it, it came out in two weeks.

So the first draft was done in two weeks, pretty much. It's not a long book. It's about 106 pages.

It's the no nonsense approach, right? To understanding pricing and stuff like that. But yeah, it was in my head for 15 years.

I had tried to sit down and write it for several years and with no avail. So 15 years in two weeks. That's awesome because it was all just ready to come out.

It was ready to come out, yes. And the book is really about helping you in the conversation, right? Because that's where I struggled the most.

It is all about talking about your rate, how to raise your rates, negotiating. It has scripts, it has structure. I have been told it's the no nonsense approach to pricing.

So I'll take it.

[Liz Theresa]

I love it. Yeah. So well, Linda, tell everybody where they can find you online and find your book.

[Linda Hunt]

Okay. So if you're interested in the book, you can go to moneyconversation.net. You can sign up and get a free chapter.

And if you want to buy the book, please, I would love that. You also can find me at somesolutions.com, S-U-M-S-O-L-U-T-I-O-N-S.com. We're on LinkedIn, Instagram.

We're on it all. But if you go to the website, you'll find all the social media icons. So yeah.

[Liz Theresa]

Awesome. You guys, all the links will be in the show notes. Linda, thank you so much for joining

us today.

Thank you for having me. I loved our conversation. Thanks so much for listening today.

Be sure to subscribe and listen again later. Tell your friends, leave a review because all of that helps me do all of this. For show notes and more information, check out LizTheresa.com slash podcast. Liz on Biz is brought to you by the Women's Business League, the only networking organization where women come together to connect, support and grow authentically. Whether you're a seasoned entrepreneur or just getting started, WBL is the place where genuine networking brings real results for your business. Join me.

I'm a member. Sign up for a virtual membership or you can join one of their local chapters at womensbusinessleague.com.