FINAL LOB EPS424 Drea Lynn

[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 Drea Lynn. Welcome to the show, Drea. Hi, Liz.

Oh, I'm so excited. Liz on Biz, Liz on Biz. I meant, well, whenever I have another Liz come on the show, I'm always like, sometimes I'm like, it's two Liz's on business.

[Drea Lynn]

You have to make them come up with something new. You're the only Liz on Biz. They have to be like Liz on Biz.

[Liz Theresa]

I trademarked it. And then when I trademarked it, I don't think I told the story, but there was a lady that owned it before me. And so when I started the show, she had had a Liz on Biz trademark.

She let it die. And so I was like, well, I'm just going to email her to let her know I'm going to start the show, even though she doesn't have an active trademark, she can't sue me. Right.

She can't be mad. Right. And so I was like, but she had the domain.

She had the dot com. She had Liz on Biz dot com. So then I was like, hi, Liz.

Like, I'm going to start this show called Liz on Biz. And I just wanted to let you know, because you have the domain, if you're not using it, I would like it. And then she was like, you can't have it.

And I was like, oh, like, even if I give you money, and she's like, oh, you want to give me money? How about nine million dollars? Because that's she went all crazy.

And then and then she forgot to renew it. Now I have it. Oh, my gosh, that is hilarious.

I was like, oh, I bet she doesn't pay her bills.

[Drea Lynn]

I guess the nine million went to 999.

[Liz Theresa]

Because I was like, oh, she seems kind of mean. And I was like, she reminds me of a client that like would like not turn on auto renew or their credit card would expire. And they're like, oh, daddy keeps emailing me and they keep deleting it.

I don't ever need that domain. Crazy people. And so I think I think yeah, that happened.

And then I swooped. And then I never heard from her again.

[Drea Lynn]

Oh, my gosh, that's so yeah.

[Liz Theresa]

And I'm a trademark. Right. Have you ever done that?

Because you have cool catchphrases. Yeah, smart quit is a trademark. Yeah, also so smart quit.

So tell us about your smart quit trademark. You're and yourself and what you do. Yeah.

[Drea Lynn]

So I'm Drea Lynn, attorney by training. But my my background as what I sell to people is I'm this puzzle that all the pieces apart make no sense, but put together such a beautiful picture.

[Liz Theresa]

So you are right.

[Drea Lynn]

Yeah. Attorney was in church ministry for almost a decade. Oh, wow.

I said in a CEO of some entrepreneurial companies, which funny enough, I never wanted to be an entrepreneur. I really enjoyed working for other people and thought I did quite well. But then about five to six years ago, I got this bug that I was like, what is this thing?

And just decided I wanted to start my own business and took a launch and really thought that launch was with a great plan. And it happened not to be. And so that's really how it was birthed, because I'm trying to allow people to learn from my lessons that I paid the cost for that they don't have to pay the own cost as they are working and trying to start their own business.

There's a smart way to do it. And so that's kind of where smart quit came from. You know, you have quiet quitting minus smart quitting.

[Liz Theresa]

So smart quit. I love smart quitting. If I were going to quit something.

But what was your business before you were smart quit then? Because you said you started a business and then it became smart quit.

[Drea Lynn]

Yeah, so well, no. So I was working for someone. So yes, I was doing fractional COO work.

So going in and helping and actually some of the work I do now working with small to midsize businesses. And then I'm also working with aspiring entrepreneurs. So they currently are working for somebody, but they want to be entrepreneurs.

And I'm just helping them do it the right way. And so that's kind of the smart quit behind. How do you actually quit smart?

So when you are starting your business, because quite honestly, the stats aren't for you. Most businesses fail. And so yeah, so so let's start on the right foundation.

So yours can be one of the ones that actually survive. And so that's kind of the idea of what I do when I help with my entrepreneurs.

[Liz Theresa]

So you don't just help them quit. You help them know where they're quitting to help them find the next thing.

[Drea Lynn]

Well, and that is the smart quit. The smart quit is let's give you a launching pad. So you're quitting into success.

And so the idea is let's quit with a plan and not in panic. Because most of the time when people are quitting, they're quitting emotion with, you know, just because of emotion. And so it's kind of like, OK, you want to quit.

Let's take a take a breather when you get that feeling. Let's let's actually say why we want to quit. And then let's put some planning steps behind it so we can do it the right way.

[Liz Theresa]

And so when did the book part come?

[Drea Lynn]

Because this is also a book, right? Right, right. The book launched earlier this year.

And so that's it. Yeah, I know. Right.

So that's a big deal. So that was four years into my own entrepreneurial journey. And so three years of my journey was the one that probably almost had me in a straitjacket.

So I finally I was coming out of the out of the cloudiness of, oh, my gosh, I actually survived this. I tell people all the time there were a few times, you know, I left it off the resume. It was like, I don't know if this is for me, but really what this was, I had a lot of people who were working, who were coming to me and they were like, I'm going to quit my job because I want to do what you do.

And one of them, quite honestly, was my little sister. And she's an attorney as well. And she was working for a law firm, making tons of money.

And she said one day, I'm going to quit and start a food truck. And I told her, I said, oh, I'll make entrepreneurship look way too easy. I said, wait, hold on.

Like, wait a minute. I need to tell you some details before you do that. Because I think people think that one is easier than the other.

So it's not a, it's not a, oh, employment is easier than entrepreneurship or entrepreneurship gives you more freedom than employment. Listen, both of them are hard work. And one isn't better than the other.

Sometimes entrepreneurs make employees feel bad or employees make entrepreneurs. Honestly, the world needs both because if you didn't have entrepreneurs, you wouldn't have businesses for employees to work in. And if employees, if there weren't employees, entrepreneurs wouldn't have people to work for their businesses.

And so the world needs both of them, you know, so.

[Liz Theresa]

That's very well said. And frankly, when I hire, one of the things I make sure to not do is hire somebody that seems entrepreneurial because I'm like, I think they'll leave. Well, sometimes.

[Drea Lynn]

Yeah. But this is the curious thing about, so I wrote my book for employees or people who are working, who want to be entrepreneurs, but there's an interesting spinoff that has happened because I actually have started working with corporations who have said, okay, actually these entrepreneurial people, they actually are our high earners and high achievers because they're our owners. Like you actually want people with owner's mindset who usually within the business, they are the ones who actually are your producers.

And so what happens is that can be true. Yeah. And so you actually don't want to lose them for them to start their own business.

And so I ended up working with the companies to say, okay, how do you actually make them feel like they're running a business within your business?

[Liz Theresa]

Oh, why are you so smart? Oh my God. Yeah.

Thank you so much. No, seriously. No.

What a brilliant and stellar observation because like that is that, that drive for entrepreneurship can also be the drive for leadership. It is.

[Drea Lynn]

It is. And actually I think about my own career and the best jobs that I were in and the ones I was in long-term, it was because I felt like I owned it. Like I wasn't getting any kind of profit share, but I worked like it.

And to your point just now, it is a certain way how you lead where those who you lead, they feel like owners. You almost give them a P&L. You invest in them.

You actually care about them. They're more than just a dollar that you're getting. They almost become family.

It's familiar. They do.

[Liz Theresa]

Well, my team is, well, I'm very proud of this has been here a long time. My longest, I've been around 15 years. My longest term employee has been here 10 years.

And then my other employee has been here 65 or six years, but they're never like, I don't think they'd ever leave and they do things. So like they hold boundaries really well, which is science. Yeah.

So like in my business shrink could be like, if like we do work for free, just cause somebody's whining or like, if we, like, if we like go over budget on time, because they're so nice, they'll be the ones that are like, you're giving away too much. They actually, they look out for the company a lot. And like I do too, but like, it's great because they share that value and they worry about things like profit margins with me.

So I'm not the only one that's like putting these rules in place. They understand that things have meaning. Right.

It's cool. But I was, I feel like, I don't know, God gave me them at the best times.

[Drea Lynn]

And you know, also that says something about your leadership, because those type of employees, if you weren't a good leader, they would leave. Like, those are the ones who were like, Oh no, no, no. We can go find somewhere else to work.

And we will have, if you were a toxic leader or if you, you know, weren't treating them well, they would have jumped ship over these. Oh yeah. I love them so much.

Like, okay. So yeah, no. So that's.

That's so nice. They're clearly great, but also that speaks to your leadership as well. So.

[Liz Theresa]

And we all get along. Like we used to be with marketing agencies and I'm sure you've consulted on some of these, cause if you were a COO, you're seeing so much, but like a lot of times they say, if I want to grow, they're like, you have to hire, do agency model, hire a bunch of little ducklings and dah, dah, dah, dah, dah, dahs. And I've actually found a way to grow sustainably.

And I'm saying sustainably, cause I'm not like, I didn't go, I understand that I would go baboom if I did that the little duckling way, which is a cuter way to say the agency model, but I was, I had a larger team. I was less happy and I made less money.

[Drea Lynn]

But you want to know what, what you tell me is a part of what smart quit is about. Yeah. Yeah.

Smart quit is figuring out what that looks like for you. And this is part of the mistake I made when, and I think this is part of me not being entrepreneurial generally. And so when I became an entrepreneur, I kind of did it the way I thought an entrepreneur should look like.

And so I kind of said, you know, how should, Oh, this is how, you know, I think a business development should look like for an entrepreneur based on what I've read and what I've seen other people do. And yes, and it was miserable because, and quite honestly, I think I was coming off as inauthentic because I wasn't being Andrea cause it wasn't me. And so, you know, for you, there are, it seems like your model that you're doing, it is the Liz on biz.

The Liz on biz. Oh, I love that. You know what I'm saying?

And it's the only way you could do it. And probably if I tried to do it that way, I would fail. And it would be weird.

Yeah. A smart quit is let's try to figure out, and really it's about finding why you're trying to start that business. Why are you in this industry?

What value are you bringing? Because that is what's going to sustain you when you're in your business. Cause it's going to be hard and, and it'll help you model how you're going to run it.

What people do you want around you? How big do you want it to grow? Actually, do you want a million dollar business?

Because that comes with certain sacrifices and certain pressures and certain responsibilities that not everybody wants. And you might not need it. Cause, cause let's talk about the lifestyle you want.

And so it smart quit is about having all those conversations early before you just jump ship. Cause a lot of people just jump ship and say, Oh, let me start a business. And I have not thought about any of these things.

[Liz Theresa]

No. And I, I mean, when you think about how you started and they were going to put you away in a straight jacket and you think about those earlier years, what are some examples of like things that you, that you did when you were trying to like, you know how you said you were like being inauthentic by accident kind of, cause you were like, well, I was business, Drea. I wasn't just Drea.

What did that look like?

[Drea Lynn]

One of the things with business development, I probably joined probably eight networking groups. I was going to every networking dinner, every networking meeting. I was doing these random coffees and calls.

It didn't matter if I liked the person, it didn't matter if they were like core value matches to me. I took on a few clients that were, I would have never, ever had business clients if they weren't like now, like these were not, I only now take on core value match clients. Like they, they would almost be my friends.

You know, if that, that's. Yeah. I have.

[Liz Theresa]

I cry anyway.

[Drea Lynn]

Yeah. Yeah. I have to your point where you were talking about kind of boundaries on the nose, there, there are nodes that I tell clients that I tell in my own life, I have kind of expectations of myself.

These are all things that it took those years for me to figure out for myself. You know, this is, this is, this is what success looked like for me. Yes, there is profit in terms of money, but, but that is, that's not all that you're designing when you're talking about an entrepreneurial life.

There are just other elements of that freedom that you want in terms of that.

[Liz Theresa]

Yeah. And so, I mean, cause to your example, like freedoms and things like I never, so I never had the traditional job. Like, so when I started my business, I was very like, Ooh, like, I don't want, at first I was like, I don't know what business is.

I don't know what I'm doing. I couldn't get a job in what I wanted. I wanted to be a social media marketer.

This is a long time ago, 2011. And I was like, I want to be a social media marketer. Every job said you need three to five years experience.

Twitter was only two years old. So I was like, where are all these people getting three to five years experience in social media? When it was just at that time, two years old, which is so weird.

It makes me sound like a resume. Yeah. It was like, just like saying stuff.

So like I couldn't get a job to save myself. And so my mom was like best gift ever. She was like, you don't need permission.

Just go do it and ask for money in return. And so I was like, Oh, okay. So I just started to go out and just kind of do it.

But I, what I wanted in the beginning is I was like, wow, this is actually really good. Cause I'm going to design a business that lets me have all this freedom and you do have freedom, but it's, but like, for me, it was like, so I can be a mom and did it enough. So I got married to the wrong person.

Well, did not have a baby. Okay. Because I was like, this might be wrong.

And it was, and then now, but see, it's just, yeah. So when you were thinking about freedoms, what were it like? Cause for me, I was like to be a mom and now I have a baby.

Well, he's seven, but he's still my baby. But what do you think is like, what do you think of for freedom?

[Drea Lynn]

Well, to be able to continue to do what I love to do. So I like love orange theory. And so I cool.

I love orange theory. I started cold plunging. So literally I cold plunge five times a week.

If I don't cold plunge, I actually feel kind of like off, off kilter. So I started doing that, making sure twice a year that I'm able to get out the country, like really having a design lifestyle to make sure once a year, I, you know, our family, I have five siblings, you know, my parents are getting older. They've been together almost 50 years, you know, time that you can't get years back.

That's one thing that you can't pay for getting those years back. And so prioritizing my family, you know, really, really thinking through long term things and not just digging into, you know, what does work look like? I'll also tell you what else I decided that I needed to think through more, my, like my own branding and what kind of that five year, 10 year, what does a residual look like?

And, and, and kind of that planning versus, and that actually, you talked about kind of having a trademark, you know, what does IP look like? And so kind of thinking through those decisions. And so that, that was kind of the freedom kind of talk, but let me say this, this is where smart quit comes in.

Yeah. If you, when you have a, so smart quit is talking about quitting smart, but the tagline in it is cash in clock out. And so part of the smart quit is quitting the mentality that when you're working, it's all about just bringing in the most cash and clocking out as soon as possible.

You know, people are like, how much money can I get in and how quickly can five o'clock get here? But there's so much more that you can extract from your job. There are skills, there are relationships, there are, you know, I have this thing where I'm like, it doesn't matter if you're, you know, a fry cook at McDonald's, you're working at a billion dollar company.

There are like problems that can need to be fixed. That could be a business idea. There are customers that can come in that can be an investor or, or a partner in the future.

But if you're just trying to say how much money or, you know, how, how quickly there, there are certifications that your company could be paying for. There's advancements that you could be making, but you have to be intentional about that to be able to take advantage of all of that and to be strategic about, Hey, so yes, I want to start a business, but maybe it's not in six months. Maybe it's in six years and let me actually set a plan in place to do so.

If you do that the right way, then when you launch, you're able to have those kinds of discussions with yourself of, okay, what does IP look like? Okay. I could still take vacations.

If you don't have it, you'll be like, okay, you're panicking for three years.

[Liz Theresa]

It's so relatable though. I mean, well, I, and I, I think that's probably why, if I had to guess why you wrote your book, it's probably because you're like, you wanted your message to go wider because you're like more people need to hear about the crazy times so they can avoid the crazy times.

[Drea Lynn]

Well, because it was so many people just coming to me saying, Oh, I want to quit. I want to quit. I want to do what you do.

I want to do what you do. I want to quit. Like, listen, also I'll say what else?

Yeah. There are many years that you may have to do what you don't love to have the freedom to do what you love. Yes.

Sometimes people jump ship too often just because you don't like a boss or you don't like your job. If that fits in with what will set you up for what you want to do in the future later, do it. It's just, you know, buried for a little while.

The long-term benefit of it, but, but you need to be strategic and forward thinking to even be able to have that conversation with yourself.

[Liz Theresa]

You know, it's funny. That makes me think of when I started, I have three clients I can count in my head that I'm like, these were clients that are definitely not ideal clients that at the time paid me a decent amount of reservoir. So that way I could attract the ideal clients.

And over time, those people are phased out. Like they're just gone because I went past, I moved on. Oh, absolutely.

You know what I mean? But you have to, that was almost like, and cause I didn't work in corporate. So like, because I went from school to this, then I was like, that was my, you know, it's not corporate.

That was like my mind, my nonsense clients I had to do to graduate that experience to bring it in. So the things I can enjoy now.

[Drea Lynn]

Well, and even as I'm talking, I have no regrets. So even though clients I was talking about, or even this journey, I did not have my journey. I wouldn't have written smart quit.

I wouldn't be talking to you, Liz. And so did you always know it was called that? Cause that's such a good name.

You want to know what? Yeah, I, I did. And I didn't it.

I think the title of the book came to me prior to the book. So I, and it would not leave me like it just, I quiet quitting was coming and people kept coming to me about, you know, wanting to quit their job. And I kept telling them, wait, there's a way to quit.

There's a way to quit. And it's smart. Quit just kept coming.

I was like, what is this smart quit thing? And I actually think I put in the trademark application before I even decided I was going to write a book. I didn't really, I just know what it means to be part of this, but I don't know what it is.

Quit needed to do something. I just didn't know what, the more I started, really, I started building more course work, more tools around it. And the more I did that, I was like, oh, this is actually, I need to write about it.

And so that's kind of how it built. So there are some really, the, the, the book is very practical. So there's like a quiz in it to say, Hey, is what you're doing a side hustle or startup?

Cause there are some people, you just need a side hustle and make business on the side. There are tools that talk about, Hey, let's calculate what your runway is in terms of how much money do you need to sustain you? There are some people who, but maybe you need a year or 18 months, you know, do you have kids in college?

You know you know, do you have a mortgage? You those calculations you need to do for yourself, how much, you know, if you have a business running, how much revenue do you want to be bringing in to replace what you're making in terms of your salary now before you quit? So the book actually walks you through all of these decisions for you to be making.

So it's very, it's step-by-step. It isn't just kind of like a feel good.

[Liz Theresa]

That was one of my early questions too, was I didn't have that really great word you used, you called it. What's my runway as like, and back then, because I was 22 ish, my runway was my student loan payment, which was enormous. At the time I paid them off last year.

But they were big, they were like $120,000 in student loans. And so my payment was like $1,200 a month, as you might expect it was. And so I was like, well, can I make it?

I remember thinking, can I make enough in this business to support my student loan payment? Then when I made that, I was like, can I make enough in this business to support my student loan payment? And let me buy an iPad.

Can I make enough in this business to support my student loan payment, buy an iPad and also pay my car payment, pay my insurance. And then it just like grew and it grew and it grew. And then over time I became a person.

Well, I was always a person, but like a business.

[Drea Lynn]

I love that mentality of what you just said, because I think people get so discouraged because they try to do things in too big of chunk. They're like, oh, I need a hundred thousand dollars. It's like, no, actually that's exactly what you need to do.

I tell people the hardest part of a business is making your first dollar. Like as soon as you can actually see somebody will pay for whatever you have, that just, that makes you feel good because that's enormously validating. It's like, okay, somebody will pay for it.

Now we can figure out branding, marketing. We can see about scalability. We can see about like, but at least you can see it's not just in your head.

Whatever you have, somebody will actually exchange money for you. So to your point, just to see if you can get to, okay, I can get to $1,200. Oh, I can get to $1,200.

Okay. Let's see if I can double that. And so I think to also just bite size it and, and which is once again, why you can smart quit, keep your job and just on the, on the, just started as a side, slowly built it until you get it to a place where you can comfortably be able to scale it and do and, and build it the way you want.

Because otherwise, even your decision-making will be built upon emotion of, Hey, I gotta pay my mortgage or I have to pay my car note. I have to be paying my student loan. And you might be making decisions that you wouldn't normally make if you had, you know, money on the side, or if you had other, you know, money coming in.

[Liz Theresa]

A hundred million percent. It makes you feel more sleek. So for me, I was also, I was an insurance agent at the time, slick in the lifetime ago, and he couldn't hire me full-time.

So that was my first thing is I love, we like still love each other. I talked to him yesterday. So like, we're still so close.

He was my boss. And I was like, can you take me full time? He was like, I want to, I can't.

And so I was like, but then I think I have to do something on my own. And he was like, I will support you. And he backed me up and I worked four days insurance, one day on my business, three days insurance, two days on my business.

And he let me do it that way. And then it allowed me, he, he gave me so much support. Yeah.

You're just preaching my book.

[Drea Lynn]

Cause that's, that's the, that's one of the things, the relationship, like you had the conversation you, that means that you were working well. Cause that's the other thing too. You don't want to not because your, your job is paying you.

So I actually think it's theft. If your job is paying you and you aren't exchanging it for the work that they're paying you for. So agree with your business and not work though.

I'm saying that there is alignment with the work that you should be doing and also benefiting you in the future. So I'm saying, I'm saying doing both and do so while maintaining those relationships with your current company, see if there's a mentor with where you are, who can benefit you in the future. Cause to your point, I don't know how many years ago, this relationship has been over all of these years.

And who knows that can be, like I said, a future investor, a future partner, a future, a future client, a future employee.

[Liz Theresa]

You just never know. We've known each other 21 years now. Wow.

Yeah. And so I met him when I was 17. Wow.

And I don't know how old he was. He wouldn't want me to tell you. And then now, and now we're still tight though.

Like I just fixed his DNS yesterday.

[Drea Lynn]

The same thing I told you about, you know, your employees met also to who you are, your character, your work ethic, the fact that he wanted to support you, starting your own thing like that. That's a lot of who he was because a lot of times people see you as kind of disloyal or when you want.

[Liz Theresa]

Well, quitting gets associated so negatively, but maybe I love that you're saying, I mean, I didn't even think of what I did as quitting, but it is quitting. It's quitting, but it doesn't have to be like, I hate you. I quit.

I rented space in the same building, so I still was there for all the birthday lunches. Yeah.

[Drea Lynn]

And it's kind of like the cycle of, you know, you have the cycle of life, like a cycle of employment. You cannot hoard employees to a place where you don't want them to grow and build and flourish. Like they're so beautifully said.

Yeah. You should be bringing in and kind of sending out like there should be.

[Liz Theresa]

I just got vibes and I don't know why that just made me feel all sorts of flirt, like flurries of like love, because I'm like, that shows us how we should treat our Pete. Like you should need to think about like, how can I create growth opportunities? Yes.

In my small business, it can be yes. In a small business, in a medium, it doesn't matter your size of your business. How can I create opportunities for this person to continue to evolve and grow?

Because it's only going to help you.

[Drea Lynn]

And think about, think about how indebted and how much that person will want to give back to you when you are pouring and investing so much to them. Just think about the work quality and the work product and the loyalty that you do get from them when that is how they know how much you care about them and their development.

[Liz Theresa]

A hundred million bajillion degree percent, because, oh, okay, Dre, I want to keep you all day, carry you in my pocket. I love you so much. You're so smart and cool.

I just love this. I've learned so much from this. I like now I'm going to, well, I have to get the book.

That's going to happen. So we're going to get the book, but okay. Oh yeah.

Let me ask you, this is your last, very last question. When you think about, I have two things I want to ask you about, but I'm like, and I can't squeeze them in, but I think the one thing I'll say is when you talked about this cash in clock out tagline, I think that I want to like hone in on this just for a moment, because I think that even our listeners, we forget a lot of times that if we, if we are, if we created this business, like it doesn't have to, if we're just cashing in and clocking out of something we created, we're already doing it wrong because I feel like you, you, you made, you reminded me so brilliantly of like pausing to think, what does this look like in five years? What does it look like in 10 years?

What's my IP? Like, that's how you even got that. Like you trademarking SmartQuick before it was a book is my favorite thing ever because you were like, I know it's something I'll do it.

I don't know what it's going to be. It's going to be great. And like you followed that nudge, but I think we can't, maybe I, you could tell me what you're thinking, but like, for me, I'm like, we can't hear the nudge.

If all we're doing is sales, sales, sales, sales, sales, it removes all of the romance.

[Drea Lynn]

Yeah. Yeah. And I'll even, I, I, I, to your, uh, a congealing present agree.

I was going to add to that, you know, where you're talking about kind of taking those moments to pause. I even think, uh, cause that those are very career business, um, center of development, but I even think in these four to five years, how much I've grown personally, my own self kind of, when you're talking about kind of working through self work and, you know, uh, uh, are you a better person? Like, how are you growing?

Where, where are you becoming better, uh, stronger leader? Are you becoming a better listener? Are you, are you, are you reading?

Are you, are you putting people around you that are, I want to say, if you are the smartest person in the room, there's a problem, you know, you know, so how are you, how are you making sure that you're continuing to develop? And so as you're talking through that, if you are only focused on how much money that you can bring in, you've actually probably are putting a ceiling on how much money you're bringing in. Whoa.

The funny part, if you probably would stop focusing on the money, then you probably could bring in more money. I tell people that all the time too, when they're, when they're trying to start their business, if you're focused on a business to bring in a lot of money instead of what you're passionate about, or, you know, what your kind of like core competencies are, you're probably limiting yourself because that's probably not the thing that's going to bring you in the most money. And so the same thing here, probably if you stop, if you stop chasing the money and you start thinking about people and you start thinking about, you know, what you're passionate about and what makes you happy and, and, and really, um, it will, yes, yes.

It kind of like, if you build it, they will come, you know, that I really, I really believe in that.

[Liz Theresa]

I feel that way. And I'm also like, if all I'm doing or anyone is doing, if all you do is chase sales, you're completely letting like, I mean, it's forgetting the part that marketing is a service and we should love being of service and customers. Like we're forgetting about all the service stuff that attracts the sales to begin with, or that nurtures the people that are already giving you money and not chasing new, you know, shiny things.

[Drea Lynn]

Yeah. And I think there are so much of sales that is out of your control, but relationships, even when the things that aren't in your control kind of go up and down, you do control relationships. And there are some clients who I know will always be my clients just because of our relationship.

So it doesn't matter if the economy's going up or down. It doesn't matter about the tears. It doesn't matter about anything because of those relationships.

And so that's kind of, you know, important to think about as well, which goes through.

[Liz Theresa]

Well, Drea, you are the coolest. I like you so much. Tell everybody how they can find you online.

[Drea Lynn]

Yes. You can go to howtosmartquit.com and that's where you can find my book. It's on all the Amazons and Barnes and Noble audibles and everything.

And then drealin.co is how you can find me on all the socials.

[Liz Theresa]

Yay. You guys, all the links will be in the show notes. Drea, thank you so much for joining us today.

It's been so much fun Liz on biz. 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.