

# Ep #217: Our Secret Weapons to Transform Your Business



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**Tobi Fairley**

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## Ep #217: Our Secret Weapons to Transform Your Business

You are listening to the *Design You* podcast with Tobi Fairley, episode number 217.

Welcome to the *Design You* podcast. A show where interior designers and creatives learn to say no to busy and say yes to more health, wealth and joy, here's your host, Tobi Fairley.

Hello friends. I am so happy you're here today and I'm super excited about this episode. This is a really fun one for me because I'm bringing on two of my team members that I haven't had on in this exact way before. It's Sommer and Lauren and they are our two success coaches in *Design You*. And then Lauren is also the success coach manager and Sommer is the sales manager. So, they wear several hats in my company and they are brilliant, amazing, energetic, smart and just really fun and interesting people.

And I enjoy working with them so much, I was just thinking this morning, my team is such a joy to work with. And I haven't ever really had it like this before where I truly am so happy to come to work every day but also feel so supported. So, there's that which is amazing. And what we're talking about on this episode and I hope you'll really listen and really think about it. We're talking about what *Design You* is like. So, it's a little different because *Design You* has evolved. It's about four years old now and it is the best it has ever been and it's been good for a long time.

We've been helping people create huge results in their interior design and creative businesses that whole four years and have had huge transformations. But this is truly the best the program has ever been, the best, the most organized, the most helpful. And one of the reasons is we really shifted to a mindset of being customer centric or member centric. And not that we weren't always that way to some degree.

But it is, I would almost call it an extreme focus of ours now, to really listen and deliver on what our members want and what they need, and what our community at large. What we're hearing from people that aren't even

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members yet, are really wanting and needing. And we love so much to solve problems and to have the backs of the people that are working so hard to create sustainable, joyful, fun, creative businesses so they can get up and feel like I do every day. And so, it is just really mind blowing for me how far the program has come, that it could even get this much better.

And so, if you've ever considered joining or even if you've been in before, if you haven't been in, in the last, I would say six months, you have no idea what you're missing because last fall we launched so many new features. This year we're updating our key courses, complete update of Designer MBA, of digital marketing for creatives. We have our Design System. And we're launching something very exciting that we talk about in the episode called cohorts.

So, over the next six months starting in June, you can literally transform your entire business if you work side by side with us. Yeah, it's your own pace but we're going to really kind of hold your hand this time and help you show up and create the results you want in your business in a whole new way. So, listen to the episode, it is so exciting. And I'll be back at the end to just give you a few reminders and see how we can get you working with us and transforming your business by the end of this year. Okay, enjoy the episode.

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Tobi: Hey you all, welcome to the podcast. This is so fun. I love when we have our people on.

Lauren: I'm so happy to be here.

Tobi: So, fun, okay. So, I'm going to let, even though I talked about you a little bit already before this part started, I'm going to let you all kind of give your own description of who you are and what you feel like your role is in the company and then we're going to have a really cool conversation. So yeah, why don't you go ahead, Lauren, yeah.

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Lauren: Yeah, I'll start. My name's Lauren Turner. I am the success coach manager here on Team Tobi. I am a life coach, got certified from The Life Coach School just like Tobi and Sommer. And I personally really like getting into, I help introverts and so especially with entrepreneurship, that's a lot of putting yourself out there and a lot of self-doubt comes up especially as an introvert and those are things that I love to coach on. So that's just a little bit about me.

Tobi: Awesome, yeah, I love it.

Sommer: Alright, my turn. So, my name's Sommer Brennan and I am also a success coach here and I'm also the sales manager. And so, like Lauren mentioned, I also was trained as a life coach at The Life Coach School. And as far as what I love helping you with is I love anything around sales and marketing, really helping you get your clients to buy from you without having it feel salesy and uncomfortable. So that's what I really love helping you with.

Tobi: Amazing. Okay. And you're both good at helping with all sorts of other things which we're going to talk about in a minute so that people kind of see what even is available. So, the reason I brought you on is I know people hear me talk about *Design You*, and they see ads and sometimes they come to webinars or listen to other podcasts. But I've never done a show, well, with you two for one thing, since we've had you both coaching in the program. And I've never done a show that's just really about what it's like kind of team wise inside the program.

We've had clients come on and given their experience. But I think it's kind of fun to hear an internal story of what it's like. And both of you are really in the trenches with our customers, and clients, and members every day. And so, I just, I thought it would be fun. So, let's just kind of – we can start anywhere we want. I know you both have some things that you want to talk about.

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But maybe, Lauren, where would you like to start? What do you think is the most exciting thing about the program or your favorite part? Let's just pick a place and I know it'll flow and because I mean it's all important, it's all good, and it's all fun. Yeah, so what stands out to you?

Lauren: Okay. So, I'm biased here because I'm a coach. So, we have courses in *Design You*, but then we also have the weekly coaching calls and then we also have quarterly success calls where you get a couple of calls one-on-one with your success coach each quarter. And it's just always so funny to me because so many members will come on and it's funny, when they start to get it. So, they'll come in and they'll start asking a bunch of business how to question, like how do I price it like this, or how do I do that?

And then what we find, the more they get into the program, that they start asking or they start understanding that each one of these questions are like a mindset question. And we kind of teach them how to – I mean we teach them the how to basically. But then we also teach them how to trust their intuition and learn how to start making these decisions on their own and through coaching. And so, my favorite thing are the quarterly success calls, again, bias but they're so much fun. And that's where I've seen a lot of the members go through the most transformation.

I remember I've been working with this one member for five, six months now and she used to be so quiet. She would always keep her camera off in the weekly calls and then she wasn't really contributing too, too much. But as soon as we started doing these one-on-one calls together she bloomed. Oh my gosh. She submits things weekly now and she's making so much progress in her business. And you can just see the confidence that she's gaining from it, it's so incredible.

And I really think that the one-on-one calls allow that space for you to be just really vulnerable because when you're becoming an entrepreneur there's a lot of embarrassment around that, there's a lot of fear of failure.

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And sometimes that can be scary to do on the group call. And so, the fact that we have this option to still work through some of that one-on-one, I think it's really helpful.

Tobi: I love that. And what was coming to my mind, if I've thought it before I kind of forgot it. But it's probably less intimidating for those one-on-one calls to not be with me because even though I'm as safe as you all, in some way a lot of times people put me on a pedestal or they're like, "She would think I was dumb or that I didn't know what I was doing." And so, at some level being just a tiny bit removed from I don't want Tobi to think I'm stupid or whatever is so cool because they feel super safe with you I think.

And that's so good. Although I don't judge them and they learn that when they come on to the weekly calls and they get comfortable doing it. I could just see that. I could see me being comfortable with somebody that I know is just a little more – I don't know, that I haven't really decided to put on the pedestal yet. And so yeah, so that's so cool. Now, they probably do put you on a pedestal after you have these huge breakthroughs with them. So maybe it doesn't work forever.

But at first they're like, "I don't know this woman and I'm just getting to meet her and she seems so friendly. And she said she likes introverts. So, I'll just trust her." And I could see how that could be really helpful in some ways. And of course, they still get all the one-on-one with me. I mean it's group calls but all the one-on-one they want, if they submit a question or whatever, yeah, which is really fun too. Yeah, I love that. And you also had mentioned that not even all of those quarterly calls end up about business.

Lauren: Business, no. Yeah, because I mean life is messy and sometimes if you're having a fight with a spouse, or a friendship's falling apart, or you have the mom guilt. All of those things can be so heavy on your mindset. And can be really hard to even focus on business. Sometimes since we are certified for life coaching in general, not just business, we can talk about all of these things that are going on in your life and what's really been bringing

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you down, any negative emotion you've been experiencing. It's all really helpful to talk through.

Tobi: Yeah, I love that. And this is why I knew this would be so good and I didn't even know how until we started. But I don't know that I've ever been super clear when I've talked about working with business coaches and coaches before. But that's even so true for me. When I work with my coach, Suzie all the time, more of it than not is, or at least 50/50 probably is personal stuff, or my health, or my weight, or my mom, or my husband, or all the things like you said, my daughter.

So that's such a great clarification because we do always say, you don't have a business brain and a personal brain, you have one brain. But I don't know that we've been so clear about how you can just use the support in so many ways to really become your best and healthiest version of you so you can show up in your business the way you want to. Yeah, so good. Okay, Sommer, what about you, what's your favorite part?

Sommer: Oh gosh, I mean this is a cliched answer, because also coaching. But I'll just share a different example because I think one of the other things, at least when I first started being a client, working with my own coach, I was so worried that I needed to prepare a lot. And it was going to be this high pressure thing and it needed to have a lot of structure, and I needed to prepare for the calls and all these different things.

But one client that I've been working with for a few months now, she actually called me, we had a call set. And something happened with a client, there was some disaster, they called her. And she literally was on our coaching session, on the phone, driving to the client's site. And what she actually wanted help with was boundaries and why she was ignoring the red flags with this client. And so, it was so cool to really work through how, yes, you can just tell someone what to do, tell them just to say no, or don't do it.

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But I literally was coaching her as she was doing the thing, as she was going, driving out responding to the client. And even that moment, literally on the drive between her and the client's site, she figured out exactly how she wanted to show up and how she wanted to respond in a way that honored her boundaries, in a way that honored the original pricing that she had said, all of the things. So, you don't have to have everything all put together. You could literally call us in your time of need, granted you schedule it.

But that's really what you can use life coaching for. I think a lot of people, to your point, they don't really know what it's for and you feel all this pressure around it. You have to have it put together. But that's not when it's helpful. Call us when you need something, [crosstalk].

Tobi: Yeah, so good, exactly. And let's talk about that a little bit more because I think – let's just kind of collectively talk about that because I do think there is some confusion about what life coaching is. And I think people think it's just woo woo stuff, which it can be, I love some woo. It can be all kinds of things. And I notice people thinking, I've got that part dialed in, or my mindset's good, or I don't need that. And it's not like you ever just check a box that you're complete.

If your brain is braining as we say, there is something to work on. So, I want to hear from both of you. What really comes to mind when you even think about other than those two examples, just the concept of having a coach, because you are one and you both have had coaches, the same for me. What really stands out as the value of working with a coach?

Sommer: Well, I think for me, I'll share what I think and then I'll use an example from our weekly coaching call just today. So, I think the value for me is I always like to know why I'm doing something. That's really what a coach helps you do is I'm like, "Oh my gosh, you're just kind of frantic, you're so busy, you're jumping from one meeting to the next." Sometimes



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you kind of forget what you're all doing at four. And at least for me I like to slow down and be just like, yeah, this is why I'm doing it.

Wait. I didn't realize that I was only going to this client site because I was feeling guilty and it's actually my thoughts that are creating that, not what I'm doing that's a problem. So, I think that's an example for me. But this really came up in our weekly call that we just had right before this.

Someone was coming thinking they just needed help on social media and thinking, I just need you to give me a posting schedule or tell me how to get on social media. But in the end it really was all of these things that she was telling herself she should do when in reality Instagram wasn't priority.

And that's what you really find out through life coaching is, why was I even thinking that social media was the most important thing for me right now?

Tobi: Yeah. And we even talked about how many, many things we might have at any moment that are kind of just open tabs because they're a bunch of should items. I'm supposed to, I see other people doing them. And we haven't really had any anybody help us think through and organize our thoughts, reflect some things back to us and figure out if that's even what we want, or if now is even the right time, or if we have clarity on it.

So yeah, it's a lot about thinking and feeling and kind of how those are showing up in our lives, yeah, so good. What about you Lauren, what stands out for coaching?

Lauren: Yeah. Well, one, I think people often think that life coaching is giving life advice and that's not the case. I'm not even 30 yet. I can't give you life advice, I've barely even lived, just helping you reshape your thinking on things. And so, the thing I like to say which I find a little funny is as a life coach people tell me their problems. And basically, I tell them why it's their fault, why they're making it a problem in a very blunt way. But essentially that's kind of what it is.

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It's like we create so much drama around things and as life coaches we just help people realize that they have a choice in how they think. And how their choice and thinking affects how they feel and that creates their results. So, it's really just being able to reanalyze how they're thinking about something and helping them see different ways to view it. And help them find solutions, help them make decisions just by changing how they're thinking.

Because I think when we are kind of stuck on default thinking and we don't have a life coach to kind of help us navigate our thoughts, we can get really tunnel visioned on a certain thing. And it can feel like we're stuck and we just kind of help them see different ways to do it.

Tobi: Yeah, there's always a lot more options than people think. Usually people are like, it's black or white, and I'm stuck, and I hate both options, and I'm mad, and I'm grubby, or whatever, or this doesn't feel right. And we're like, there's actually so many options. Let's just take a step back and see what are we dealing with here, what are the facts, what's important to you? What do you want? I think that's to me one of the most important things about life coaching is what we want is what they want.

Like you said, we're not giving life advice and we don't have an agenda for them. We don't have a desire. It's not like everybody that comes through *Design You* that I'm determined they're going to have a course or a scalable thing, or change something they're doing, or start doing something that they're not doing. It's not about any of that, it's like what do you want? What do you want to create? How are you thinking about it right now? How is that getting you closer to it? It's not.

It's creating a lot of suffering and pain, okay, then let's think about how else we might go about this. And we truly are just like you said, there to show them maybe where they're getting in their own way, which we jokingly say it's their fault. But it's not about blame, it's just like, look, when you think this, this happens. What if you did this other thing? Or what else can you

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think of? And we have a lot of fun I think cocreating and collaborating with our clients. But we're never to tell anybody what to do.

And I think that's one of the biggest misconceptions, kind of like so many misconceptions before you become an interior designer or in a creative field, what you think it's going to be. You're like, "It's going to be fun all the time." And then you're like, "Wait, it's 90% business." I think a lot of people and probably us included came into life coaching thinking it was telling people what to do. And then we realize it's kind of the total opposite of that. Yeah, so good.

Okay, so let's talk about some other parts of *Design You*. So, we took a survey, well, we take surveys all the time, quarterly. You both do this and you do it so well. But we're consistently hearing that everybody's favorite parts are the coaching. So, they probably both mean the things we've talked about, the weekly calls that we do every single Wednesday that we're all three on most weeks unless one of us happened to be out of town or it's our birthday or something. But 99% of the time we're all three on there with everybody and then they get those quarterly calls with you all.

And we've talked about both of those. But what else do you all see? Because we have a lot of new features, even things people that used to be in don't even know about. But what are the things that stand out, Lauren, you can go first, what's really standing out to you that we have implemented with the help of the two of you and most of the stuff that we see really making a difference for people in our programs?

Lauren: Yeah. So, we launched critiques a few months ago. And I love them because it's, one, it's an excuse for people to get something done so they could submit it. Basically, what a critique is, is you can submit a lead magnet you're working on. You could submit your sales page and a few other things that are going to be really helpful for you making progress in your business. And so, it's like you watch the courses, you learn the content, and then you apply it.

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And that application is really what is going to solidify the information that you just learned. So, I love that we have the container for that. And they are able to have a place to submit their work and then Sommer and I can give really good feedback on ways they can improve it, what they're doing well. And we post it for all of the members to see. So even if a member hasn't completed something yet, they can go back and watch the videos and still learn a lot from the feedback that we're giving the members.

And it's funny because one member submitted something and then she emailed me, she's like, "Actually, wait, hold on. I want to resubmit it because I watched somebody else's critique and I can see how, what I want to change on mine before I submit it." So, I just think it's a really cool feature.

Tobi: That's so good. Yeah, I love that she was able to see. And that's what it's there for. And that's what I love that we do these, it's not just typed feedback or marking up somebody's individual thing that only they see. It's truly you all go on video and you give the feedback and people can watch. Although we make it easy, if you want to just skip to yours, we tell you the time, we have timestamps because we know everybody's busy. We do all this extra stuff to try to make it easy for you all. But we also want to be comprehensive too in case that they need it.

So, I love hearing that people are already, those are pretty new, I think they were just six or seven, eight months old. And people are just really now starting to take a lot of advantage of them.

Lauren: Yeah, they're so much fun to do, get a lot of value out of them.

Tobi: That's so good. Yeah, and other things, in case people don't really even know what a lead magnet is, it's part of digital marketing, where you would create a little freebie guide or something that would get customers to download it, to get on your email list, and then or part of their website, their sales page when they're selling a thing, or a program, or even their one-on-

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one offers. What are a few of the other things that come to mind that we critique, can you think of any of the other ones?

Lauren: So, time blocking is a good one. You have this whole course on 24 to freedom which teaches people how to time block. And a lot of times people want to start up but they don't. But this is a really good excuse to get it started so that they can submit it for feedback. But basically, you're just submitting your calendar and you're seeing what's working on the calendar and what's not. We can critique, "Okay, yeah, but way too much stuff you're trying to do in one day, that's probably unrealistic. Maybe you should shift some things here."

Other things that you can submit are your ideal client. So, we have this worksheet that you can do to get really clear on who your ideal client is and then we can critique it, make sure you're thinking about it the right way. Or other things you can think about them in order to really hone in on who that person is so that you're able to speak directly to them in your marketing. And just work with clients that you love that way.

Then the last one is I think the thought model. So, we teach on the thought model which is the model that we use in life coaching. And we'll teach it in *Design You*, but what you can do is kind of practice self-coaching, filling up a thought model and submitting it. And from a life coaching perspective we can tell you if you are thinking about it the right way. Or if you maybe have some tweaks that you need to do, or think about it differently, so there's lots of really good stuff.

Tobi: Yeah. And that's really kind of helping with their awareness. So, the better they get at self-coaching they can catch themselves sort of in some thought fallacies, or if they're making things harder than they have to be. Or if a feeling keeps coming up, they can be like, "I wonder, what am I thinking that's constantly creating anxiety or something?" So, there's a lot of reasons why we want to get really aware of our thoughts and feelings. And as we call it, the think, feel, do cycle.

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Because if we want to do certain things, we want to be able for those to happen by thinking and feeling the things that make those happen more often. So yeah, I love that. I love that you mention the time blocking one. I think that's so great because most of us are being super unrealistic about how much we're trying to get done. And so just having somebody else's eyes on it, that are not judging you but are there to have your back and to just sort of support you and say, "Why are you putting yourself through all of this? Why are you believing that this is possible?"

We don't want you setting yourself up for failure. We don't want you to feel like you're always losing that battle against time." And so just that little bit of feedback in a calendar for a week or two can make a huge difference for people to see. Yeah. Sommer, what else comes to mind that's one of our favorite parts of *Design You*, or something that you've seen make a huge difference for people?

Sommer: Well, I'm actually just going to echo the critiques a little bit and just give it some specific examples because one, it's really fun for Lauren and me. We get to see all of the work that you're doing. And when you submit your work to us we get to see what you're doing really well and what you're struggling with. So that way when you come to coaching it's even easier for us to work with you. But I think the other thing that I have noticed is so many members just come in and there's many of you are probably on your own running your own business as a solopreneur.

Or if you do have a team there's probably not someone on your team who's looking at the business side of it. Maybe you have other designers working with you, or people who are assistants. This is your chance to get someone who's working on your business with you. So, I think that's probably the biggest thing that I hear people saying, things like, "Oh, thank God, I just have someone else besides my brain on this." And so, one of the critiques that we gave that I thought was really helpful is if you make a lead magnet or something like Tobi said, a free piece of content.

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I know so many of you, if you're posting on social media, you're writing blogs, everything, you're used to creating a lot of content or the idea of creating a lot might be overwhelming to you. But we've given feedback to members just saying, "Your content is great. Everyone always thinks that it's the information that might not be great. But we're just like, "You forgot this one thing that makes it so that people can't work with you." That's that last little part that you don't have to keep doing as much work, creating as much content if you dial in things like your lead magnet or your sales page right.

Because then it actually gets people to buy from you and you don't have to do as much work all the time. So that's kind of the feedback that we give, we're just like, "Here's what's great about your content and here's how you make it so that people actually want to buy from you."

Tobi: Interesting, yeah. So, tell me a little bit more what you mean by that. You can be as specific as you want but what's missing for that specific example? Did they not pitch? Did they not ask someone to buy or something like that? They're like, "Here's some free stuff, I hope that was helpful. I'll probably never see you again." And you're like, "No, please invite them to the next step", is it that kind of thing that we're saying?

Sommer: Yeah, I'll give two examples because it all happened today. One of our members created this beautiful quiz and at the end you found your style alter ego or you unlocked your designer alter ego. But then at the end, Lauren and I both didn't know what her service was. We didn't even know what was happening. And we said, "Oh my gosh, you gave us this amazing thing. We're both hooked." We were both writing a book ourselves because it was awesome and we didn't even know what her service was. So, things like that [crosstalk].

Or another example, another great guide and then the person didn't put a button. It was hard to tell how to work with her. It was there, she had her website but it was too hard to see it. And so, if someone's just skimming it,

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they'll miss it. So, things like that where it's like, oh my gosh, these are easy tweaks that you would miss that are costing you sales.

Tobi: Yeah, that's so good and it's so fun. And I think that this happens a lot. And you all can probably speak to it some more that yes, people learn stuff. And yes, people find things that we jokingly or not jokingly say are their own fault or that they're in their own way. But what happens a lot is people gain a lot of confidence because they get a lot of reassurance and validation, and confirmation that what they're doing is good. And what they're doing is right and it's not too far off.

And just hearing you say, "Oh my gosh, your content was so amazing, or this quiz was so amazing." I think so often when you don't have that other person to just put their eyes on it, you start picking apart, and second guessing, and changing, or not putting something out in the world that's amazing that you just weren't confident enough to put out. So where have you all seen this either with critiques, or the coaching calls, or other things like this confidence coming from?

I don't even love to use the word 'validation', it is validating. But we talk a lot about not getting kind of accustomed to having to have someone outside of you validate. So, we teach them to validate themselves. But at the very least it's confirmation that they do know what they're doing and they are experts. And there's not huge things that have to happen for them to get to where they want to go. And some consistent small tweaks can really create some big results. So where have you all seen that happen? Anything come to mind, yeah, Lauren?

Lauren: I can't think of anything specific. But I've definitely had conversations with members where they're asking a question but basically have the answer at the same time. And it's like, okay, so you do know what the answer is so why are you asking? And it's just reassuring them that they can trust their intuition because ultimately I don't have the exact



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answer. We really stress that everything is like a scientific experiment essentially. Every business is different, their needs are different.

So, you have a hypothesis, you think something will work, you try it out, you review it, see what the results are, if it works, keep going with it, if not you change it. But it's really helping people. So typically, they'll ask a question like, "Well, what do you think? What are your thoughts around it? Tell me your thoughts." And then let's coach on why you aren't believing that that's a good idea? Why do you feel like you need me to tell you? So that's where I've seen it come up.

Tobi: Yeah. I love that. A lot of the work we do is really around belief. In fact, I would say the biggest transformations we've had ever in the program, when I even think about, I can just think of people by name, Timothy, and Marilynn. And I was thinking of somebody else earlier, Swathi even already, he's kind of a newer customer. And Shelley, who's one of our favorite customers right now. What we see that's so incredible is that they just start believing in themselves, and their offers, and their work.

And I guess we kind of hold the belief for them until they can start believing in themselves because we already believe in them because we know what people are capable of and what humans and brains are capable of. But I love watching those transformations when people start to step into the person they always wanted to be but they were kind of afraid to be or that they thought maybe the world wouldn't like or whatever. We see a lot of that as the overarching transformation.

And I think it comes from exactly what you were talking about, Lauren, because they already had the expertise and the answer. But they hadn't learned to trust themselves and to believe they were amazing. And to believe in their offer. Sometimes people believe in their services but don't believe in their sales ability, or don't believe in some other part of the process. And yeah, we can give you systems but if you still don't believe in those they're not going to work for you.

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So, I think that belief piece is so huge and a lot of that's what was coming out of kind of what you were just saying as well. So that's probably my favorite part, that ultimate transformation of seeing someone go from not believing in themselves to believing in themselves. And we see that confidence piece, we see that shift, I would say just about with every member that truly works the program. Wouldn't you say? It's night and day actually. It's kind of mind boggling. And I don't even think they know how much they've stepped into.

They can tell and you can see it in their energy and stuff and how they're showing up. But I think they even forget the difference. It's like when moms take a picture of their kid on the first day of kindergarten and the last day and they're six inches taller or something. I feel like that's what's happening to our members' confidence. Day one of *Design You* and then their confidence is six inches taller at the end of the process. So that's really fun.

Lauren: Yes, that's what's fun about these quarterly success calls to because literally sometimes I'll be going back through their goals. We'll review, "Okay, how did you do this past quarter?" And some members have just hit every single goal. And I'm like, "Can we just take a moment to celebrate how awesome this is." And they're like, "Oh my gosh, yeah, I guess I have done a lot."

Tobi: Yes. And we also, how many times do we hear people say, "I don't ever celebrate my successes. I don't slow down, I go right onto the same thing." And with us as even just a witness to their success, we can kind of have that, and especially you two when you're working with them on one-on-one. You can have that awareness to be like, "Hold on a minute. Bravo, this is incredible. Do you even realize how far you've come?" Which is so great. And we remind them all the time, they did all the work.

Yes, we have tools. Yes, we have expertise. Yes, we have experience, all that, it matters, it makes it easier for you to buy into it. But the people here that are our members, the students are the ones doing all the heavy lifting.

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And so that's what's so fun. We get to believe in them and be proud of them. I think that's the best feeling, don't you all? I almost love believing in other people more than I love believing in myself. It feels so warm and fuzzy. Okay, Sommer, what kind of confidence shifts? You're laughing at me. You're like, mother Tobi is loving on all the babies, the kindergarteners.

Sommer: Well, I'm so glad that we brought up this idea of not celebrating because I think sometimes we think about celebrating as a totally fruitless thing of, if I celebrate now then I'll never get anything done, I'll never get to where I want to be. And this actually came up with one of our members who I've coached for about nine months now, eight/nine months now. And this is actually another feature of *Design You*. She submitted a milestone which is basically something that we created for you.

We identified three of the biggest milestones for you to work towards in your business. They're raising your prices, hiring another employee and creating a scalable offer, something like a course, or something that you can sell to many people, just basically something not custom. And those are the three biggest things that will help you really unbreak your business model, start being able to pay yourself. So, we identified those milestones.

And this member that I've been working with for months, submitted a milestone because she hired someone. And she gets on. We're talking about this new VA that she hired. And she starts off by saying how frustrated she was with herself she was for not accomplishing anything. And I'm like, "Wait, wait, wait. You earned this bonus call for submitting a milestone because you finally hired someone for your business. And all you're focusing on is now onboarding her, all the things that you don't have in place."

And when we stopped and looked at that she goes, "Oh my gosh, you're right. I'm so much further than I was before." And it completely changed the way that she was approaching the onboarding, all of these different things. It actually had a very – focusing on celebrating how far she'd come had a

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very noticeable shift in confidence and how she was approaching actually bringing this person onto her team just because we had stopped to celebrate. So that's another thing.

I love that we have the milestones to really help you, not only give you a goal to strive for that actually moves the needle forward in your business but also an excuse to celebrate. Because when you submit the milestone, we give you an extra bonus coaching call as a gift.

Tobi: And we send you presents too.

Sommer: We do that.

Tobi: We love to send presents. Yeah, well, you get presents from the minute you join through, and every time you achieve stuff. We're always sending you presents just for fun, to celebrate. For that reason, because we want to stop and be like, "Well, even if you didn't celebrate, we're celebrating you, we noticed." And yeah, that's one of my favorite things that we have added too because just since last fall, we went to weekly coaching calls. It used to be twice a month with me. And now it's weekly with all of us, all three of us coaches.

And then we added the critiques and the milestones because we were seeing that the people that were using the program, and checking off the – I don't want to call it checking the boxes but creating the things that we kind of teach them. Sort of the success path that we teach them. When people were doing it they were getting really good results. But some people, life happens, would get too busy or get behind and it's all fine. It's at your own pace.

But sometimes just dangling a little carrot or seeing somebody else doing something sort of makes you think, okay, I'm going to get busy and I'm going to do that thing. And so, it's just that motivation piece because we had tried different types of accountability. And so often accountability doesn't work because if we want it more than you want it, you still won't

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make time for it. So, it's been so fun to watch when they can earn another call, or they can get recognition, or they can just feel the accomplishment of checking the thing off and putting it in place.

We've seen a real difference in people not just doing work but creating results from the program, and measurable results. And they know what the results are. It's not just like, I got some confidence when I was there, or I now know how to mentor my mindset. They like, I also did all these things, I think, which is so exciting. I love it. Awesome. Okay, what else would you all like to share, anything about me, me coaching, your self-coaching, the calls, the experience?

What have you all heard maybe that's either people think it's going to be one thing, and it ends up something different, or it's exactly what they thought and they got everything they needed? What's it kind of like to be an actual member? Because you all hear a lot of stuff. I get to coach people but I'm sure in those success calls and other times you all are getting the actual feedback from people like I was terrified, or this was really helpful, or that kind of thing. So, what comes to mind about the sort of the real talk about the program?

Sommer: I can start unless Lauren has something.

Tobi: Yeah, go ahead.

Lauren: No, you can start, Sommer.

Sommer: I think one of the things that surprises most people when they join is actually about the community because, Tobi, you've talked about this. So, Lauren and I aren't designers by training. But in a lot of creative industries there's so much competition and everyone's very much like, "Cover your paper, I don't want you to know what I'm charging. I don't want you to know what paint colors I'm using", all these different things. And that's not at all what it's like here.

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If you go into our community hub, everyone's posting resources, "Hey, this is what I used, this is where I found a really great VA", or asking questions. Or even just on the weekly live calls, everyone comes together on those, people are so supportive in the chat like what Tobi was saying about you get so much confidence from other people saying, "Your idea's a good idea." Or, "It's not bad that you're struggling with this, it's normal and it's fixable."

I think that's the thing that everyone is just like, "Oh my gosh, I used to feel so alone in this industry and now everyone's so supportive." So, I think that's probably something that people wouldn't guess is how much they get out of just connecting with everyone else. Because I've seen members become real life friends from this. And Tobi, you've probably seen this even more than I have because you've been doing this for years.

But you meet real friends and connect with people in a totally different way than if you just go to a networking event and meet someone once and you know that you're trying to impress each other. In *Design You* everyone is on the same team.

Tobi: Yeah. And being vulnerable and talking about real stuff. And yeah, what always blows my mind, in fact today's call was so exciting and there was so much happening in the chat. That as soon as we get off this podcast I'm going to go download the chat and read it because I'm like, "I've got to know what was going on over there." Because there is so much engagement, and not that people aren't listening, they are.

But like you're saying, they're supporting and oh, my gosh, that's a great idea, or that was so good, or thank you for bringing that up, I've struggled with that too. And I was embarrassed to talk about it, or, oh my gosh, has anybody tried this. And so those calls, they're so engaging. And people are there and their cameras are on and you can tell they're not just – almost never do I see people just doing a million other things or not paying attention or whatever.

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People are there to listen, and learn, and support, and make eye contact, and smile, and write in the chat. And it is so awesome to see that support. It really feels like loving and just – I don't know, like you said, it's just so supportive and connected in a different way. I'm so proud of that. So yeah, I love that, I can't wait to go see what all is happening today because I just like to know myself because I want to know, what are members doing? And what are they proud of? And what are they struggling with? So yeah, so fun. What comes to mind for you, Lauren?

Lauren: Yeah. I guess I will just add, I feel like we haven't even talked about everything there is because from my perspective...

Tobi: Tell us all the things. Take as much time as you want. Tell us everything that you want us to know, Lauren.

Lauren: There's so many good things. But from my perspective, as the success coach manager I'm constantly thinking of, okay, what more do they need? How can we make sure that they're getting more results? Or how can we make it easier for them to get results? So, we have been putting together quarterly planning sessions, so we, at the beginning of the year we did a rock your year in our planning session where we broke down how to plan out their year, and how to set goals, and how to set milestones to make sure that they were in a place where they were actually setting goals.

And then we had another one on how to plan your money. And these are more workshop style, again, just really trying to think of ways to help members actually take action because the courses are amazing, there's so much good content. But sometimes I worry that a lot of members get stuck in just learning it but not taking action. So that's why we have the critiques. That's why we have the milestones and we have these planning sessions. And I was going to say, from a member's perspective, I would hear a lot of people kind of beat themselves up, feeling like they're falling behind on the courses.

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Because it is self-paced and it's kind of like, maybe you don't have time, [inaudible]. So, we coached on that but at the same time we send out these quarterly surveys, we got people's feedback and we listened to it. And now we are literally reshaping Designer MBA based on members' feedback, based on what you guys were asking for. And so now we have this really cool thing that's coming up and I'm so excited for. And I think it's really going to help the member experience as well. Sorry, am I stealing your thunder, Tobi?

Tobi: No. No, say it out, announce it. I love it. I can't wait. I want to hear you talk about it.

Sommer: Drumroll.

Lauren: I'm just so excited. This is so great.

Tobi: Okay. No, I was like, I hope she's going to go there. I hope she knows she can talk about this. Yes, say it.

Lauren: Yes. So, we're relaunching Designer MBA and the courses are going to be a little bit shorter so you can really take it in bite size pieces so you're not feeling overwhelmed with the amount of content, feeling you need to make time for it. It's easier to kind of watch on the go. But I think what's so cool that we decided to start doing based off the members' feedback is every Thursday starting in June we are going to have a weekly cohort.

So, on Thursdays we are specifically dedicating a time just to talk about the content that's in the courses. So, this is something new that's never been done before. And again, this is just another way that we are really helping, not handhold, but helping members get results. That's the whole goal. We're always thinking about different ways to do it and it's just a lot of fun. We're just implementing new things to make sure that happens and that's a good experience for everyone.



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Tobi: Yeah, I love that. And just to add to that. So, the way the cohorts will work is we'll produce the new version of the course. And we're actually going to in the fall, digital marketing, do the same thing, so we're going to be running cohorts kind of through the rest of this year. And test them, and see if they work, and see if it's something we want to do in the future. But we're for sure doing them this year.

And so, we'll say, "Go listen to module one and two, and then come on Thursday and let's talk about the content, see if you're stuck and if you have questions, or if you have any mindset stuff on it." And every one of those call will have a designer, me, or Adrienne on it and it'll have a coach, one of you two. Or I mean I'm a life coach too but there will for sure be a designer and a life coach on every call so that we can come at it from both angles because sometimes they're just like, "I don't know what you mean by this worksheet that I need to do with a contractor."

And other times they might be like, "I'm terrified to raise my prices because I don't know what's going to happen with the client or if I'll go out of business. And one of those is a logistics implementation, one is major mindset, money, block, fear, all that. And so, it's so exciting because we're tackling both and we're going to chunk it down like you're saying and do it and do a course over an eight week period. Then we're going to do the Design System.

So, a lot of people haven't done the Design System yet, which is how to run your design business, all our templates, all our programs, we're going to do the same thing. And what I love to remind people is just last year we started allowing people to register up to two of their team members even to come into the program with their membership. So, what I keep thinking about the Design System which will come right after Designer MBA. So, if you join now you'll get all of this, working with us. Why not let us train your team members how to do the Design System if you have them?

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Why would you learn it and then have to train someone else if you're the CEO? Why not just let us train them? And even at that, Adrienne, who's our senior designer, there's a ton of that stuff she does that I don't even do. So, she will train your team member to support you the way she supports me or supports the client. So, like you're saying, Lauren, we're really listening. And people are like, "These programs and these courses are amazing but I start and then I get busy." Or, "I forget what I learned." Or, "It was awesome when I listened to it but I never implemented it."

So, we're always listening to all of the members to say what they need. And then we have so much fun supporting them and what they need. We get so excited.

Lauren: Oh, it's fun.

Tobi: We get so excited. We're like, "They're going to love this." Well, if you all start naming your clients by names and be like, "Oh my God, this one particular person is literally about to die over cohort, she's so excited." And that's how much fun we have and how excited we are to serve, and support, and guide, and whatever you need. We just love having your back which is so fun. So good. Okay, anything else that either you all want to add before we wrap up?

Is there anything major we haven't talked about? We've talked about courses. We've talked about critiques, and milestones, and live calls. What about the live calls? Some people are afraid of the live group calls and afraid of me I think. Am I scary?

Sommer: Oh gosh. I think the best part about the live calls is if let's say you are intimidated by Tobi or you're an introvert and you don't like talking in groups I think the biggest thing is just come to one call, listen first. And you will see how open, vulnerable and supportive everyone is and how everyone's just talking about all the same things as you are. They're afraid that their clients are all going to leave if they raise their prices. Everyone else is overwhelmed.

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All of these things, you realize that, one, your problems are normal, you're not some horrible failure for coming to the call and bringing your unique thing. Because at the end of the day everyone's coming with that. But also, I think one of the biggest things that we hear about Tobi is everyone's like, "Tobi is the same. When she's on the podcast versus when she's coaching she's the same, honest, direct, but kind." None of us are going to say that you're doing a terrible job in your business. I think that's the other really important thing is no one's judging you.

We're just here to help. So, I think that's the biggest thing is, some people will come to our one-on-one coaching sessions, they'll be just like, "I have this question. And I know I'm going to want to follow-up on it." And I'm like, "That's fine, bring it to a group call." And then we'll coach on why they're afraid to bring to a group call. And then next week they'll bring it and they're just like, "I don't know why I was so scared."

Bring it to a group call, get coached on it, even if you're super quiet normally. Once you do it you'll realize that it's not as scary as you think. And then you can just start getting the support you need regularly.

Tobi: Yeah, because I am super honest of course because my goal is to help them get a real solution. It doesn't help for us to sugarcoat things or whatever. But that, honest, doesn't mean, mean. It doesn't mean confrontational. It just means let's get real clear and direct about what's happening. And I've told multiple people today on the call. I'm like, "Here is the thing, it might feel uncomfortable to admit that we're doing this bad habit or we're not working as much as we thought we were, or we don't follow through on things."

But if we're willing to identify that then we can decide what we want to do about it. And what I remind them all the time is, just because we find it, doesn't even mean we have to make you start following through. If it's something you hate, a lot of times I'm like, "Why are you even doing that? Just quit, or outsource it, or park it for six months."

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And so, I think people think that we're going to crack a whip and try to make things rigid and give them our formula. And I think that's what, for me it seems like they're always so surprised that we're like, "What do you really want? What do you enjoy? What do you like? And let us help you figure out how to get there. So, thank you for saying that. But I hear the same thing. I was intimidated by you and I don't know why because we laugh, it's funny, we get serious. We're always laughing, it's fun. So, anything to add, Lauren?"

Lauren: Yeah, I will say even if somebody doesn't want to get coached on the call. I've heard so many people just listen to the replays or just listen to the call. And so, they're like, "I got so much out of that call." There is this one woman who I think she was brand new. And we hadn't even had her onboarding call yet. But by the time we got to the onboarding call, she was in one of the coaching calls. She was like, "I've already raised my prices based on all the coaching I heard somebody else get about their pricing." I'm like, "Oh my God."

Tobi: I love that. Yeah, and I think that is true because like Sommer said, our problems are normal. We think that we're the only one that has it or that this case is special and unique. And there will be some unique details but rarely are our problems really any different than each other and including mine. That's why I can speak to so many, you all can with your mindset, or any sales, or anything. We're like, "This is the same stuff." Humans are so interesting, we all do the same things over and over again and think that it's the only person who's ever done it.

And there is some beauty in just realizing that it's normal but you're right. If you don't feel comfortable taking a risk yet, you don't even really have to because probably everything you're thinking and worried about is on one of those calls.

Lauren: Probably.

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Tobi: Yeah, so good. Amazing. Well, this was so fun. I love being with you all anyway. This is how much fun we have at work all the time which I think speaks volumes about the program too because if we weren't having fun doing it, if we felt bogged down in it or not excited about it, I think that that would say a lot about the program. And I think we're always so excited, don't you all think? Do you all go home and think about this on your own? Are you all telling your family and spouses about your customers, and clients, and the programs, and stuff? Because I am too, yeah, tell me.

Lauren: I'm just like, "Oh my gosh, I love my job." I love my job. I cannot believe this is my life.

Tobi: But it's so fun.

Lauren: Yes.

Sommer: It's so funny, it's the same. My roommates are just like, I come out and just like, "I love my job." And then they just walk around and they're just like, "I'm Sommer, I love my job." Just like, oh, great, I love my job. But I think the other thing, as I'm hearing us talk about how amazing the program is. I also want to highlight that all of these things are optional resources to you too. And so that's the other thing that I just want to highlight before we get off is even things like the cohorts that we're adding, that are the eight week cohorts where you can follow along with us.

You'll know if it's for you if you're the kind of person who's just like, "I always make time for other people but not for myself." And so being in a group would help you. Or if you're someone who's a hands-on learner, it would help you. But on the flipside, if you know that you're someone who's like, "No, I'm good at making my own schedule, I do not have time to attend that." You don't have to. You're not failing or doing the program wrong if you don't have time for every single thing that we offer.

It's really just like when people ask me, which they do all the time on onboarding calls be just like, "Hey, how do I get the most out of the

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program?" I'm like, "Well, in general tell me what you want to accomplish and then we'll figure it out." I think that question assumes there is a right way to do it and there is not.

Lauren: Good point.

Tobi: Yeah, that's so true. I love that point, I'm glad you made it because I see that in myself in things I'm in. And I am one of those independent learners so I will sit for a whole weekend and watch 24 hours of webinars while my family's like, "Why don't you go outside for a little while." And other people are like, "Oh, please, don't ever make me do that." So, it's so interesting. And I think there are so many people who get way more than their money's worth just coming to the live calls only like you said, Lauren.

They'll pay for 10 times the price of the whole year just by raising their prices from one call. So, we don't want there to ever be pressure for you to be like, "I've got to squeeze everything out of this program to get my money's worth." We want you to trust again your intuition and tell us what you want and need. And if you can't figure it out we'll guide you. But it is like kind of, as they say, choose your own adventure really. And I've seen people change too.

Sometimes people are having a busy season so they're like, "You all, I've missed four calls in a row but I watched all the replays. But I really missed you all but I had a bunch of back-to-back installs." And then they'll come back and they'll be like, "I'm so glad I'm back. I get so much more when I actually show up for the call." And we'll even just say, "Hey, we've been missing you." But there's no judgment, there's no shame, there's no anything, only we're here to just help you get the most out of it. So, I love that you brought that up, Sommer, so good.

Well, thank you so much. It is so fun that we get to work together all the time. I have to say, for everybody listening, I mean I've always loved my job but it is so much more fun to do this with the two of you than when I had to carry a lot of this by myself. So, in the same way that the members feel

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community, we're in community with each other and we have a lot of respect and fun, and connection, with each other. And I think that's part of what the members are feeling also when they're here.

Because it's not ever like, Tobi's the only one with the answer, or Tobi's the only one leading things. In fact, you are about to lead a really cool thing, if people sign up now while I'm on vacation, I loved it. You're like, "Hey, we have a whole plan." I'm like, "I don't even have to hear it, just go for it." And then when I saw you all announce it, I was like, "This rocks." They have a little graphic with their pictures on it and they sound like experts but it's so fun.

And I told Sommer, also yesterday or earlier this week when I was feeling a little under the weather and couldn't come to something, I'm like, "I have so much trust in you all that you are every bit as good as me at all of this stuff." So, thank you for that and it adds so much joy. But now that I've piqued everybody's attention, if you all do want to tell them the other one thing they'll get if they join now. In June you're holding a workshop just the two of you.

Lauren: Yeah, again, we're talking about, yeah, the workshops, they're going to help people actually see results. So, this was Sommer's idea and I just kind of ran with it. And it was so funny because Sommer and I were working on it. We had the whole plan together because we already knew you were going to be out, Tobi. And then we're like, "Oh, my gosh, we should probably tell Tobi that we're planning this. But we're sure she'll love it."

Tobi: Yeah, she won't care. Well, and to this point I think one of the things that people love is that they want that kind of relationship with their team members. And we also help them figure that out too. Because how many times have we heard people say, "I want to have people in my business who believe in it and think about it like they're an owner or they're part of it",

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and stuff. And so that's one of the things I love. So, Sommer, do you want to tell us what your idea was and what they're going to get?

Sommer: Yeah. So, like we mentioned before, we have these things called critiques. And so, we'll give you guys feedback on something, whether that's a sales page or a lead magnet. So, what Lauren ran with, was this idea to do a lead magnet marathon because the goal is to actually get you to really flesh out what the idea is so that you can afterwards submit it for feedback. So not only are we going to give you feedback on it but we're going to take you one step before that and help you come up with the idea so it's easier to even get it to submit.

So just in case you're just like, "Oh my gosh, I really want feedback but I can't even bring myself to do the thing to submit it." That's what this workshop is going to be for.

Tobi: I love it.

Lauren: Yeah, we're taking you step by step through what are the three main things you need in the lead magnet and how to think about it. So, it will be a lot of fun.

Tobi: I love it. I love it. And I just love that you all are all – I will say, this is the other biggest shift that's come from you all being part of the team is when I was just coaching mostly myself. I didn't quite have my ear to the ground kind of like you all do because you're in there in those quarterly calls all the time with people. And so, I think what we've really done is become such a customer centric company. And I think that just speaks volumes, that you are always listening.

And every single week when we have our team meetings you are bringing up things that like, "Here's something we're hearing", or, "Here's some rumbling." Or even in Slack, you're saying, I saw a Slack today from our operations person, Nicole, who's like, "Hey, a person's asking if anybody has a good example of this. Do we know one? Can we give one", or



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whatever. So literally everybody in the whole company has got their ear to the ground of what are our members in our programs asking for and needing?

And we're responding in real time a lot of times. We don't wait because we have enough of us now that are really paying attention and listening. We can move pretty quickly and so I love it because you are always coming up with the best things that they need and they love them all. So, thank you, thank you and thanks for your time for the podcast. It was so fun. You'll have to both come back.

Lauren: Absolutely.

Sommer: I felt so excited, I was like, "Oh my gosh, we coach with Tobi every week but this is different, we're special."

Tobi: You are definitely special.

Sommer: [Inaudible] to you, [inaudible], get to know you first.

Tobi: Yes, perfect. Well, thank you. I know people will love this. It was exactly what I wanted and a lot more, so thank you both for being here. It was really good.

Lauren: Thank you.

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Alright, I hope you can see how tremendous this program is. It's just so exciting to me to hear Lauren and Sommer talk about it. Because I mean I know about it but it just makes me so proud of the work we've done. And part of the reason it is so good is it's not even just me anymore. I mean I'm one person and I can do a lot of things. And I know I have a lot of gifts and skills that I bring to this work but when you multiply that times all the other team members and it's not just Lauren and Sommer. They're incredible.

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And then we have our COO, April, and my senior designer, Adrienne, and our whizz of an operations manager, Nicole. And I mean there is so much happening in the best sort of way. And I just want to be an extension of your company for you. That's really what we are. You can think of us as your board of directors, your C-Suite, your advisors because we're all playing a role in your success when you partner with us in *Design You*. And I hope that you heard loud and clear that we don't have an agenda for anybody in our program.

We find out what you want and we encourage you to dream big if you want to because anything is possible. And then we go to work helping you create that. And it really lights us up. I mean we do, we are thinking about this work after work, on the weekends, in the mornings, not in an overwhelmed way but in an excited way, a way that we're thinking about possibilities for you. So, if you have any questions please DM me on Instagram @tobifairley because that's really me. And I have lots of, I mean, real conversations with prospective members, with all kinds of designers and creatives.

I have a lot of conversations with people that are currently members. I have real relationships with everybody that comes into my inbox, my DMs on Instagram that wants to talk about changing themselves and their businesses in a way that I can really help them do. So, reach out and then if I can't answer your question I'll at least have Sommer, or Lauren, or Nicole, or one of our other team members hop in my inbox with me and they get you all the answers you need. If it's details about joining or just logistical questions, we will get you all those answers.

But truly, please consider having a real conversation with me about your concerns, your fears, your excitement, your dreams. I want to hear from you, so @tobifairley on Instagram. And then if you are ready to join us, if we convinced you today that you don't want to miss out on this next six months because you all, these cohorts are going to be incredible. Not only are we launching the brand new course content for Designer MBA and

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digital marketing for creatives. We're taking eight weeks a piece, one in the summer and one in the fall for those two courses.

And then in between that we're doing eight weeks on the Design System as we said. And we're going to work with you and answer questions and coach you, and really help you not be stuck, not be confused, not procrastinate and get the stuff implemented in a way that we've never supported our members before. So, it is so super exciting. And don't forget, you can even bring if you have team members, you can register up to two team members to work with you in your *Design You* account.

So let us train your team members on the Design System so that you don't even have to really be overwhelmed or kind of in a sense bothered with the parts that don't have to be done by you. There's so many parts of the Design System that I don't even touch anymore. And it's such a relief. And so let us be there to support you, to train your people, this is the most revolutionary work we've ever done. And we're so excited and we cannot wait for you to join us. So let us know what questions you have.

And if you're ready to join, just head over to [tobifairley.com/designyou](http://tobifairley.com/designyou) and get signed up. We will welcome you immediately and get started really learning about. That's the first thing we do. We don't put you right to work, we learn about you. We learn about you, and your dreams, and your goals, and your struggles, and your challenges, and we figure out the best path for us to guide you along so that you can get exactly what you want in your business.

Okay, friends, I have loved this time with you today. I'm so glad you were here. And I can't wait to talk to so many of you. I'm standing by while our cart is open. And it is going to close again. It's going to close on June 1<sup>st</sup>, so I will be there talking to you, answering your questions, any question, nothing stupid, don't be afraid to reach out. I can't wait to hear from you, and to know you, and to support you. Alright friends, I'll see you next time. Bye for now.

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Thank you so much for listening to the *Design You* podcast, and if you are ready to dig deep and do the important work we talk about here on the podcast of transforming your mindset and creating a scalable online business model, there has never been a more important time than right now. So, join me and the incredible creative entrepreneurs in my *Design You* coaching program today. You can get all the details at [TobiFairley.com](http://TobiFairley.com).