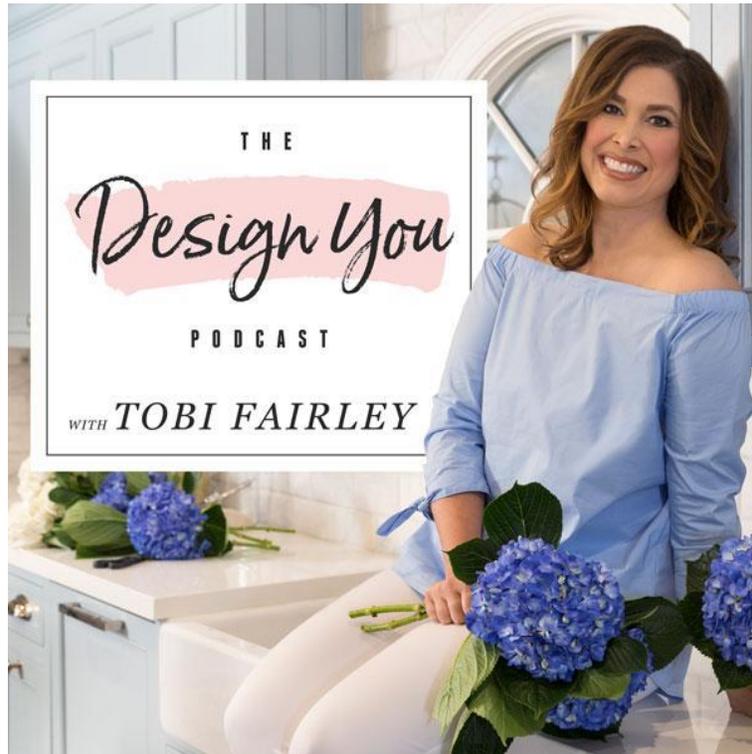


Ep #236: The New Tobi Fairley Design



Full Episode Transcript

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Tobi Fairley

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You are listening to *The Design You Podcast* with Tobi Fairley, episode number 236.

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.

Hey, hey friends, it's a big week here at Tobi Fairley Design. After 18 months of rebranding, and photoshoots, and website design, our new site is finally live. And we could not be more excited. This has been a labor of love, you all, and it is live. So, in honor of this big day, this big week, this big moment, I wanted to talk today about how we don't just have a new website but in many ways we're a completely new company. And this podcast is all about reinvention. So here we go.

Since 2020 a few things have changed for all of us. We're different people now whether we like it or not. The consumer has changed, how they buy, what they buy, who they trust. The consumer and that includes us, we're consumers, are so savvy these days and no longer falling for or buying into the salesy approaches to business that were working just a couple of years ago. There is so much digital fatigue. There's Zoom fatigue. There's scrolling fatigue. There's Netflix fatigue.

We all feel like we have an electric current running through our bodies all the time because we were rarely disconnect from digital. And then there's everything that has come to be because of George Floyd's murder, and what happened with politics and mindsets, and activism, and anti-racism. And even though some of us think talking about our politics and our values is being divisive. I would say that we're at a time now and you've probably heard me say this before, that we know what we value.

And we're no longer willing to do business with people or companies that don't align for us personally, politically and in a lot of other ways. So basically, any company that doesn't align with most or all of our values we really consider whether we want to give them our money these days. And because of this I really do believe moving forward that companies are going to have a really hard time connecting with our ideal clients if we're not

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willing to be transparent about what we believe in, what we value, who we support, what matters to us.

In these last two years we also saw things like the great resignation where everybody just was fed up working for companies for less than a living wage, and working themselves to death, and long hours, and being connected all the time, and not being able to even turn off email on nights or weekends. And people just weren't willing to do that anymore. We got a little taste of a less, what would you call it? Oppressive or less intense, less hustle version of working with COVID. And people said, "You know what? I'm not going back."

So, we saw the great resignation, we've also recently seen all the buzz about quiet quitting which is the people who also aren't willing to overwork anymore, but they didn't leave, they didn't quit their jobs, they're just doing the basic parts of what they're hired to do and not going above and beyond which a lot of us that are anti-hustle would call just doing their job.

But we had gotten into a place in the world where to succeed, to get promoted, to move up the ladder you had to do way more than you were hired to do, to really go above and beyond and show that you really wanted to work where you work and to have that position. And people said, "Yeah, no more. I don't want this that bad. It's not worth what it does to my mental health, my family, my life really, and my quality of life." So, we saw quiet quitting.

And all of this really means that people are no longer willing to not live on their terms. And if they're going to work that hard for somebody it's going to be to build their own companies, not other people's companies. And if they're not making a living wage or don't have flexibility or autonomy in their role or an ability to really make an impact in their company, they're just not willing to be part of it anymore and I don't blame them. We've seen this a lot in the interior design business. I've had so many clients who are designers looking to hire senior designers and they can't find any.

And when we would talk to recruiting agencies and other people that typically could help, what we heard time and again is if people are going to

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work that hard they're just going straight to work for their own company because they're not willing to work that hard for other businesses with so little pay and so little flexibility. And it all makes perfect sense.

It is completely aligned with what was happening in other industries with the great resignation and with quiet quitting. And this whole really pushback of what no longer works for us because it's toxic, and unhealthy, and overwhelming. So do you notice a common thread in all of this change? The customer and the employee are in the driver's seat which is a big shift and one that I actually welcome. But a lot of business owners don't because it really changes how companies do business.

We've been for the last, gosh, I don't know, a long time, maybe forever had the opposite for the most part, that the companies had the upper hand, the companies had the power, the companies could really demand that the customers and the team members really follow their lead and do what they ask, and overwork, and overpay in a lot of instances. And the world is saying, "No more." So, what this does is it puts the onus on the companies to do a lot of things.

Number one, to create company cultures and workplaces that people actually want to be a part of, places that pay well, and that honor and respect their team as people first before team members. So, they put people before profits. And this is a big shift because we've seen companies for so long put profits, and stockholder dividends, and all of the things that made the company grow, and made the CEOs hordes of money before the team. And that's not flying anymore.

So, creating that company culture where people get to contribute, and be seen, and be paid well for the work they do is what's being demanded of us as CEOs, as leaders. The onus is also on the company, and the CEO, and the leader to create more trust and transparency than ever with the customers especially in the sales process but also in the quality of their products or services they sell, especially if they're selling intellectual property like I do, courses, content, consulting and coaching.

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And then also in the way that we as companies really walk the talk of what we say we stand for. And so, the customer is holding us accountable. And though a lot of business owners and entrepreneurs aren't happy about these shifts, because the power is really sort of in a lot of ways been taken away from the leaders, the CEOs. I really mean it when I say I welcome them because I think this is what it looks like to have accountability in business. You all, we live in a capitalist society. And I'm not saying that we have to be anti-capitalist in every way.

But we live in a capitalist society where so often companies, those big corporations have very few rules that they have to abide by, they get around everything. And their power goes unchecked. And so, their profits, and those stockholder dividends we talked about, they just skyrocket but it's at the expense of both the employee and the customer. That's who's being exploited and this is why we're seeing the pushback. It is the needed response to many of the things that are way out of control with capitalism, and our economy, and our society.

And again, this doesn't mean that you have to be socialist or communist to believe these things, but just to notice that the power dynamics get way out of alignment at times and then they swing back the other way. And that's what we're seeing happening right now. So, as we typically do in our company, when things change in the world, when things shift, we change and shift, we adapt, we stretch ourselves, we lean in. This has served us so well to do this.

So now that the team, the workforce and all of our teams and potential team members have changed what they're willing to do, and so have the customers and the clients, they've changed what they're willing to do. Then it's time to adapt. So, let's circle back to the website for a second because you're probably thinking. Wait, I thought this was a podcast about the website and about, what did I say? Reinvention, and it is.

So why in the world first of all, did our site and our branding take 18 months? I'm sure you're thinking that. I'm sure you were thinking that earlier. You're like, "Tobi, why in the world did that take 18 months? And

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this site better be hella impressive, Tobi.” And I think it is. It’s really amazing. My team thinks it is. But here's the answer for why 18 months and it’s a few reasons.

When most of the world is hell bent on fast, and furious, and do things as fast as possible, and deadlines, and six month turnarounds, and all the things, heck, three month turnarounds on websites. We took our sweet, sweet time.

And we made sure that we knew exactly who we are now, really in relation to a lot of things that we’re talking about here and the way businesses change. So, we made sure we were so clear on what our voices, and who we serve, and how we serve them, and what we care about, and what we value, and how we spend our money, how we give back. So, we didn’t just reinvent or reimagine our website. We literally reinvented and reimaged our entire company.

And was it ever rewarding, but it was hard in the process, but so, so worth it. So, we really have reimaged our whole company in the last two and a half or so years. Really we started the beginning of the year that COVID hit, so in that January and then six weeks in COVID hit. But we were already on that trajectory to change so many things about our team, and the way we work, and really to get ready to scale to a different level. So, it actually gave us an opportunity when the pandemic hit to lean even deeper into those goals and the work we already had planned.

So, here’s a few of the things that we've done and then I might address a few of them a little bit deeper or explain a little bit in a minute if they’re not self-explanatory. But first let me tell you kind of what the things are, a list of what we have done over this last two and a half years. So, we basically have an entire new staff. I'm not sure if anybody that works for me was working for me two and a half years ago, if so it’s one person. So now, a lot of our contractors and the people that do our podcasts, a lot of those things are the same.

But our full-time team members which are seven incredible women, all new to our company in the last two and a half years, all the best people we have

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ever had working for us and they were all hired completely differently than ever before based on a very, very clear explanation and commitment to our values and the impact that we are committed to creating in the world.

So basically, for the first time ever we went after the best people we could find. And we were very transparent about what we value, and the work we do in the world, and what matters to us, and the work we're trying to create over the next three to five years. And said, "Do you want to be part of this?" That was a completely different way to hire for us than ever. In this time and with these people we also built an inclusive and very conscious company culture.

And you've heard other episodes where I talked about this. We had an episode where we brought our whole team on and we'll link that in the show notes because it was really a great one to talk about how we did this, because you don't build a culture from the top down. It's not like I just decided what the company culture would be and I told everybody.

This is something that you do together, and collectively, and collaboratively, and connecting with each other. And really being committed sometimes to even do what Brené Brown calls rumbling, which means really emotional discussions about what matters to us. And how we're going to show up, and the benefits for the team, and the working hours, and the way we spend our money, and the projects we're going to take on. This became a collective approach and it is the most rewarding thing I would say that I've ever done in almost 25 years of business is to be a part of this with these incredible women.

And as a part of all of this work we outlined our values, we had a set of them, we kept getting them closer, and more clear, and more clear. And now they are so dialed in, you will see them on the website. And they are actionable, we actually use them to make day-to-day decisions in every way across all parts of the company.

The next thing we did or along these same time periods, it wasn't necessarily chronological but at this time, we began about two or two and a half years ago, building a very robust diversity, equity and inclusion

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initiative and commitment in our company. And we have accomplished so much in those two and a half years. I'll do another episode soon with an update of that. I've done some updates before, you can also see updates on the new website.

You can get access to our DEI resources and you can see a lot of the courses we've done, and the books we've read, and the content that we've created to support this work. We have continued to work with our consultant, Trudi Lebron really closely and her whole team. April and I, my COO and I are just about to finish our equity centered coach and leadership certification with Trudi and her team, and her Institute for Equity Centered Coach Training.

We've been working on that for 18 months. As a part of that we've become trauma informed which is really important. Other things we've done with that initiative is we have diversified our team. We have diversified where we spend our money with certain vendors. We created scholarships for both Design You and Millionaire Mentorship. The Millionaire Mentorship one is brand new, we just launched it this month. So, we have over this period of time given 20 Design You scholarships and so far, one Millionaire Mentorship scholarship.

We're excited to give more of those, so that has been amazing. We created an advisory board for Design You that's really in a lot of ways, an advisory board for our whole company. And it's a diverse group of current and former Design You members that we meet with once a quarter. And they help us make decisions, and analyze the work we're doing in the world. And the things we're creating to really make sure that we're being safe, and inclusive, and that we're meeting the needs of the creatives, and the coaches, and the companies, the conscious companies we work with which has been so amazing.

In this period of time in the last two and a half years I also personally became WELL certified. So, it means I'm a WELL accredited professional. Some of you know what that means but it's basically a certification and a commitment to prioritizing health and wellness in the built environment. So,

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in our own workplaces, a lot of us work from home but that's a commitment we have even for our team members that we have, help support the health and wellness in our places of work, and then in all the design work that we do.

So, it's really important to us that we create wellness in every way for our team. And I also in this period of time became feminist coach certified. So, this is really an extension of the diversity, equity and inclusion initiative but it was a certification to understand women better, to understand women and the way we're socialized especially in America but in any patriarchal society, the things we come up against, the things that we have been taught to believe about ourselves, and our work, and our worthiness.

So that I'm really better qualified to not only coach but also consult the women that we help build businesses so that they can understand why sometimes they think a certain way, or that they have a perfectionist mentality, or that things feel harder than they have to be. And how a lot of that is the socialization that we've been raised with, especially a person like me, a good southern girl. So that has been instrumental in not only the way we show up as a company but we have a lot of other really self-professed feminists that work in our team.

And so again the causes we support as a company, the things we give money to, the way we support women really, really important to us. So that has happened in this last two and a half years. Really we also even launched our Millionaire Mentorship in this period of time. It didn't even exist prior to two years ago. So that's our higher level mentorship. It's like a mastermind for only about 25 people at a time. And we work with designers and creatives, and coaches, anybody who's really wanting to create a million dollar business in a conscious and sustainable way.

That's the work we do there in Millionaire Mentorship, so that has been really exciting. And it has done so well and supported so many people. And then just a lot of other smallish things that we've done. We wrote a company manifesto and designing coaching philosophies. And they're part of a very detailed company manual that we live by.

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We developed the freedom framework for interior designers which is really a framework that our entire company is built on. It's not even just interior designers but designers and creatives to help create more health, wealth and joy through our programs, and our community, and the impact we make in the world. We reimagined our sales processes to align with ethical sales and marketing tactics.

We really restated our vision and our mission as a women owned, women run company that is committed to helping other women create million dollar businesses or really however big of a business they want. It doesn't have to be a million dollars, but up to million dollar businesses in conscious and sustainable ways and on your own terms.

And we're teaching so many of these practices that you're hearing me talk about right now that we've done in our company, these practices, these techniques, these tools, these shifts. We're teaching these to the women and as we call it and you'll see on the website, women and a few really progressive thinking dudes. We help them create more health in their businesses, more wealth in their businesses by putting people before profit and creating a culture that's inclusive. Really helping people step up in their leadership role. And it is just so, so rewarding.

And then I would say kind of the last thing that comes to mind that we did and it really is overarching for all of these things that I've listed for you. Is we shifted from what we call a me to a we mentality in our company. So again, you might have heard me talk about this a little bit on some of the other episodes I've done this year. But we went from Tobi's company to our company. And it made such a huge difference.

When your team is thinking that something is your business they're going to accidentally even when they're very conscientious hold the company and some decisions a little bit at arm's length. Because it doesn't feel like they have ownership and that they have really the right and the permission to make decisions like it's theirs. So, we intentionally shifted from Tobi's company to our company. And we really empowered all our team members to be able to make key decisions in their roles and in the company.

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It's so collaborative as opposed to hierarchical which it used to be. It was like she's the boss and then everybody else is in this order of sort of either power or how long they've been there, or some other rule that we had in our head. And we shifted from that to everybody's a leader in the company. We're all collaborative. We all make decisions together. We're all part of this culture and it has been again, beyond fulfilling to see this shift in the way we operate and it is just so much fun. I never knew business and life could be so fun.

For years I bought into the myths that were taught, especially in patriarchal societies about individualism, and bootstrapping and a real successful entrepreneur does it themselves. And that was a whole lot of BS that kept me really miserable for a long time. So, besides all these ways that we've changed the company, I've done a tremendous amount of growth. Really what I've done mostly is unlearning. I've unlearned all kinds of things in business. I've personally unlearned things like anything to do with diet culture.

I've done a lot of work on body image and body acceptance which has been so good because I got to just stop thinking about a lot of things that used to take up so much space in my brain that weren't really helpful at all, and weren't serving me, and weren't helping me be a better leader. I completely redefined what success looked like for me. And as you can tell from my other list, our team did as well.

Things like how we consider a 35 hour work week full-time in our company. I mean if you go 40 hours, that's the max that we want to see people working because it's just not sustainable to work more than that. We're even playing with the idea of moving to a four day work week in the future. So that's something we're probably going to test before too long. But really redefining how we work, how long we work, what success looks like has been a big part of what I had to do personally as the leader of the company even though we're no longer really super hierarchical.

If the person that's sort of the lead that you're looking to is not setting an example and they're working all the time and overworking. How is the ever

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going to shift to that kind of a more health focused, anti-hustle approach? They're not. And as you can imagine although we've worked in this two and a half year or so, three year time period to dismantle a lot of that hierarchy of attitudes and approaches, it's still about me being an example and setting the tone so that people can really believe and trust that we really mean what we say.

In fact, it makes me think of several people that I coach. I coach a lot of leaders and one-on-one clients, not only the people that we coach in our programs, but I have some one-on-one clients that lead companies and fairly big teams. And then I also have a few clients that are team members that I work with of very successful companies, people wanting to work their way up to like Chief Marketing Officer or even COO, or CEO.

And what I so often hear from the people that are not the leaders but that are working for these companies is something like, "The word at the top is that we don't overwork and hustle in this company. But that's not what happens in practice." Or they'll say things like, "They say we have space and margin to have a sustainable workload yet they never move our deadlines. And if we're overwhelmed we're still expected to deliver on schedule regardless of our mental and physical health."

And so, I hear this time and time again. And so, it's so clear to me that if I'm not setting the tone for really what we value in the company for people's health, and for our team members, and having them put themselves before work. Then they won't trust that that's actually the culture we have. And so that's exactly what we've built and the hard work I've done to unlearn and detox from overworking. I had done a lot of that work already but I did even more over these last two years and it's been so beautiful.

And there's so many things about this work that not only have served me personally as a human, things like really leaning into my health because I've been dealing actually with chronic pain for a few years. I don't talk about it a lot. I'm not used to that, I'm not used to not being perfectly a 100% all the time. And you might have heard me speak a little bit about this

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and I think the chronic pain actually comes from my years of overworking. But I've been doing a lot of work personally around healing, healing myself.

And really thinking about what that means for the company culture because just like I heard these other people that I coach say, "The word at the top is." And then me getting clear on what example I want to set. When I really think about my own healing, and how much time that takes, and what it looks like to take care of myself, I become really clear that the rest of the team is going to want that too.

And if I'm working against my health or the health of our team members by the expectations we have, we aren't living our values at all. So many leaders think how the company is impacting them and their health is just about the CEO. And so, I could have done that. I could have just said, "Well, I'm overworked, and I'm dealing with chronic pain, and I'm dealing with these issues. I'll just pass everything down to the team." But I see that happen so often in the people that I'm coaching. And yeah, the person at the top may become less stressed and overworked but the team doesn't.

And again, that is not at all in alignment with the values we have as a company now. I used to be out of alignment with those values years ago. I didn't even have my values stated. Now not only are we clear on our values, we are in wonderful perfect alignment with them because we practice what we preach. And I know that what's good for me is good for the team. If I want more money they want more money, if I want more autonomy and freedom they want more autonomy and freedom. If I want more health and joy, they want that too.

And this is not the culture and the mindset we've seen especially in America in these hierarchical businesses that we're so used to seeing. People think, well, I'm the boss, I should get to take this time off. And I bet you do want more time and more money but I'm sorry. If you wanted that, go own your own company. I have a completely different approach. What if it's possible to create that much joy, that much wealth, that much freedom and share it with the whole company culture?

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And not that everybody's going to make the same amount exactly but dependent on and the roles they play, and the leadership roles they're in, and the people that they're mentoring, and the people that they're helping to manage. Depending on their placement in the company, what if we could think about this in a different way? And we have dared to do that in our company. We have really questioned everything, what is sustainable? What is a healthy amount of work hours? How can we pay our team high salaries for a workload that is loving and not depleting?

And you all, we're in the process still of making some of these strides. we have the most exciting goals and you're going to see this represented in our website, and in our faces, and in the joy that we really have, and in the videos, and the work we do. You're going to see it in our social media because we're committed as a company to lifting everybody on the team up. One of our current goals is to get all team members up to a 100K salary by 2025. And it's a little bit lofty but I think we can get there. And either way we love a target.

And we love how it helps us stretch ourselves. And we love that we're saying aloud in front of each other and to the team, "This is the goal, this is what we want to commit to." And we know that if we hit this goal it will be because we've been of service to the most women we can help in the world and helping them build similar companies, and helping them redefine success. And helping them make an impact, a positive impact in the world. Helping them to create cultures that are sustainable, and loving, and kind to the people that work there. That's how we're going to get to those goals.

And so, I would say the shift that seems most real to me of all the ones I listed earlier and even thinking about the work I'm doing is this shift from me to we because that's really what I'm talking about right here. This isn't my company, it's our company. We no longer run things top down. We make space for all of the team to rise up and share their genius, and make contributions, and grow, and it is incredible.

It is so much fun for me. I love it a million times more than any other version of the company I ever had. I love it a million times more than when

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things were all about me. And I had no idea, as I said before, the collaborating and connecting was what my business and my soul were missing. And the opposite of that, the bootstrapping, the individualism that our society promotes was the key reason for my recurring burnout.

So again, what does all of this have to do with the website? It sounds maybe that I'm getting off on a tangent, but I'm not. And I'm so glad that you're wondering if you are because this is what you'll see when you see our new site. It's so much more than just a new site, what we've created. But our site is just a representation of what we've done. The photos aren't just me, they're all of us, my team, a lot of our clients. We flew some of our favorite clients in, our Design You members.

We represent such a broad and diverse group of people of different races, and genders, and body sizes, and hair colors, and eye colors. And if you can read our resumés, which you can for our team and our bios. You can know all of the different facets of education, and certification, and experience we come from. It is so fun to see the diversity. And it adds to the way that we do our work in the world in a completely different way. And you're going to see that just by looking at the site and reading it.

So, you see all those beautiful people, our team, our clients. You're going to see our values if you want to. You can click through and see those. You can see where we contribute and donate our money, and our commitment to anti-racism, and what that actually means for us and how we live it out. You're also going to see some really fun cheeky and honest language that fully represents how we show up in the world these days which is so much more true and honest than it ever was before.

It's not hiding, it's not sugarcoating, it's very real and pretty fun, at least we think so. For those of you who align with our values I think you'll think so too. And then we have a lot just amazing other things on the site, free resources, you can get our podcast, our blogs. We have a new badass boss Spotify playlist that you can play and listen to while you're working. We have all of our DEI resources and our plan there, if you want to use that to guide you in your own work.

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We have a brand new Building a Better Design business guide that's totally free and built on a lot of these principles that I'm talking about here today that we've used to transform our business. We have a free course there called Success Week that we did a few months back in the spring that was so transformational. And so, you can get that absolutely free and start working on your brain and mindset if you want to. It's there on our resources page.

And as a part of our commitment to diversifying our spending and our vendors as a company because now we spend almost 30% of our money with vendors that have identities that are, you know, owned by people who are either Black, indigenous, any person of color including South Asian, Pacific Islanders, all of the Asian and South Asian identities represented there, LGBTQ companies, women owned companies. really committed to spending our money in a diverse way.

But we are committed to almost 30% of it specifically being with Black, indigenous and people of color owned businesses. And so, what that helped us do by making that commitment is we found the most incredible, genius people to work with on our rebranding, and our website, and our photography, and our videography. That had we not had this commitment I wouldn't have taken the time to find these people. And I love that the work we have done has stretched me to look outside of my own circle, and my own community to find other brilliant businesspeople.

So, you're going to see when you see our site the work of our genius web designer, Tiffany at the Emma Rose Agency. You're going to see the beautiful photography of Mecca, our photographer who's based in Atlanta. And you can see all the work she's done for us. And the work that our videographer, Jay has done to help make this process really, really amazing for people that find our website to understand what we do, and how we do it. And he captured so much of the fun we had dancing, and having a great time on our photoshoots.

You're going to see the work, especially when you go to our Instagram, that coordinates with our website. You're going to see the work of our graphic

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designer, Nicole Yang. She creates so much of the beauty that supports the site, the covers of our Building a Better Business guide and all of the little kind of additional assets that we've created, that's all Nicole's doing. These brilliant people that make us look so beautiful, we wouldn't have any of this stuff on the site it weren't for these four incredible humans that represent all different races, and ages, and so much more.

And it is so exciting that they are now part of our life and we consider them part of our team. And they're just the best of the best at what they do and make us look so good at what we do. So, as you help us celebrate our new web launch, it's not really the website only that we're celebrating. It's all that the website represents, our people, our community, our team, our culture, our DEI commitment, our new definition of success, our clients, our values.

The way we have shifted from me to we and are walking that talk every day in every way across all of our platforms and in real life. That's what we're celebrating and we're so excited for you to be a part of it, this part of the celebration, a part of the work that we do. We invite you to hopefully use us as an example of how you can do some of this work in your own life. And we're here to help you in every way, reach out, ask questions, not just in our paid programs.

We're always here to help you for free on the podcast, and in our DMs, and with our resources. To help you also become a conscious leader that creates this kind of culture in your own business. So, check out all of our social media, check out the new website, especially check social for all the fun festivities.

We're having an online web launch party. And it's going to be, this episode will come out on the Thursday as typical. So, if you're hearing this in the morning or mid-afternoon you still have time to check out the details on that party. So, it will be tonight, the day this goes live. If you're listening later you can still go check out on our social all the fun highlights of that party and the things we're doing. We're going to have all our favorite people at the party.

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It's a Zoom party but we'll have all those beautiful people I just talked about that were our designers and photographers, and our team, and our friends, and our members, all helping us celebrate. We're going to give away some amazing prizes, things that you can't even believe at our party, at our event. And we're going to keep the excitement going for a few days and weeks. So, it's not just the party but we're going to keep it going. We have a lot of new things coming your way. We're so excited about it.

So, thank you to all of you who are part of our community, who are here listening to the podcast, who connect with us and support us on Instagram, for those of you who are in our programs, or our alumni of our programs. Thank you, thank you, thank you from the bottom of all of our hearts at Team Tobi because we are a team. It's not just me. We are so thankful for you. We adore working with you. We adore connecting with you. And we are just beyond grateful for the support, and the love that so many of you have shown us as we stepped into this next new reinvented version of ourselves.

And we're not done yet. We have more reinvention coming next year. We have more things we're launching. So, get ready because we're going to keep this ball rolling but we're going to kick it off with the new website today, this week, this month. So, we can't wait to hear what you think. You're the reason that we do what we do. We could not be more grateful for you.

We love you, big hugs to all of you and I'll see you back here next week with another great episode of *The Design You Podcast*. But for now, I'm going to celebrate, to party like a rockstar and celebrate our new site. So, I'll see some of you on Zoom. Bye for now.

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*

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You coaching program today. You can get all the details at TobiFairley.com.