

18:20:15 Okay.
18:20:16 Okay. One, two, three.
18:20:25 Hello. And welcome back to the six degree with Emily Merrill,
18:20:27 the podcast where we grow our guests about the things that make them
18:20:29 tick, and we find out how human connection plays a role in their life.
18:20:36 I'm your host, Emily.
18:20:37 And today I am so super thrilled to have my friend Reese Evans of yes.
18:20:40 Supply as our guest Reese. Holy smokes. It has been awhile.
18:20:43 It is so nice to see you here today.
18:20:45 Oh, my God. It's so nice to be on here and reconnect with you.
18:20:48 Like I'm so excited for this conversation.
18:20:51 Right before we started, we were having a trip down memory lane.
18:20:54 And it's funny as an entrepreneur because that memory lane feels so
18:20:57 much.
18:20:58 It feels so much shorter than it actually is like, Oh,
18:21:00 we just met a year ago.
18:21:03 And it's crazy.
18:21:04 We met back in 2016 when both of us were like new entrepreneurs,
18:21:08 trying to figure out what the hell we were doing in this world.
18:21:10 Yeah, 100%. I had no clue.
18:21:12 Just trying to figure it out.
18:21:20 Making it up as we go. And I remember you were my first friend,
18:21:23 my first Canadian friends, or like first real Canadian friend.
18:21:26 And then I go off and I married a Canadian.
18:21:27 So like there was something about meeting you that, you know,
18:21:30 heading to keep it the same college as me too.
18:21:33 So you went to Sheridan and I,
18:21:34 and I don't know if you know this story, but when I met Greg.
18:21:38 Um, I asked him, you know, like every American does, like,
18:21:40 where'd you go to college? Where are you from? And he said, Sheridan,
18:21:42 and I totally thought it was a makeup college.
18:21:44 So I friended him on LinkedIn first.
18:21:46 Before I made out with them,
18:21:47 but I wanted to make sure he went to like a legitimate university and
18:21:50 truthfully.
18:21:51 Do your due diligence.
18:21:52 Yeah, and it wasn't until I met you.
18:21:57 That was the due diligence was like,
18:21:59 I've heard of this college before I actually attempted it.
18:22:01 So you were right.
18:22:02 Full circle.
18:22:03 Both made it up.
18:22:04 No.
18:22:07 But, you know, Canadian conspiracy,
18:22:09 which was a whole different top we'll, we'll talk about post election.
18:22:12 Yeah. Oh my gosh. Yeah.
18:22:13 We tell the Americans.
18:22:14 A better fit colleges. Yeah, exactly.
18:22:16 Well, and it's so funny. So our girlfriend, um,
18:22:25 Reese. And I have a mutual friend named Alanna gross,
18:22:28 who I call like the most connected, silent sniper person in the world.
18:22:31 Cause she has like a mega connector. She is.
18:22:34 I think both of us looked better sometimes than we are if I like
18:22:37 featuring us in publications and that have a lot of clout to them.

18:22:41 But so Reese.
18:22:43 Tell us, you know, we met via email.
18:22:45 I'm going to give people just a little background of how we met and
18:22:47 then I want to dive into yes. Supply and your journey there.
18:22:50 We met via email.
18:22:57 I think we had been kind of like girl flirting with each other
18:23:00 sometimes on zoom.
18:23:01 And I ultimately invited you to come to New York and stay in my 620
18:23:05 square foot apartment in my bed with me.
18:23:07 Without even knowing me. And you said, yeah,
18:23:19 Yeah, that was crazy. But I think, you know,
18:23:21 when you're starting a new business,
18:23:22 you're just like open to doing crazy things. And yeah,
18:23:26 I feel like when we first met, we just clicked. Like,
18:23:28 I felt like I had already known you for years. I'm like, Oh yeah,
18:23:30 we'll have so much fun. I love you. I live in New York.
18:23:32 What could go wrong?
18:23:33 And it was more like what could go, right? I,
18:23:35 that weekend was incredible.
18:23:37 Um, I was lucky to be invited to this weekend away in that,
18:23:40 in the Hamptons and Montauk,
18:23:41 where we were hosted as influencers before either of us had influence.
18:23:44 We got massages. We had truffle, we had truffle pasta together.
18:23:47 So like \$100 of truffle on like every bite.
18:23:50 We were both studying truffle, but anyways,
18:23:52 we can talk about truffle and the Hamptons and our New York bet
18:23:55 experience.
18:23:57 But I want to talk about yes. Supply. So when did you started yes.
18:24:00 Supply back in 2016, I think.
18:24:17 It started as a idea and a blog in 2015,
18:24:20 but my, I had low self worth. I didn't know,
18:24:23 this whole online world really could become anything. You know,
18:24:26 I still thought that making money online was a scam.
18:24:29 So it didn't really become a legitimate business until 2016. For that,
18:24:32 it was kind of just, uh,
18:24:33 Idea and like a blog with some pictures.
18:24:36 And so what made it go to legitimate business,
18:24:38 where you had the confidence to,
18:24:39 to offer something and charge money for your, your programming?
18:24:44 Yeah, for sure. So in 2016,
18:24:46 I started really getting serious about like posting and sharing my
18:24:50 perspective and, you know,
18:24:52 actually starting to really see it as something that could become
18:24:55 something.
18:24:58 And the thing that actually was the big switch for me is people
18:25:01 started to reach out to me and say that what I was writing was really
18:25:03 helping them.
18:25:05 That's helping them either like leave about a relationship or quit the
18:25:08 job that they hate it or go after their purpose.
18:25:10 And I realize like, Oh my God, this is actually helping people.
18:25:14 Like this is actually.
18:25:20 You know, changing people's lives.
18:25:21 And so I realized that I needed to like,
18:25:25 I, it wasn't just a choice or like, Oh, that would be nice.

18:25:28 If it was successful. I was like,
18:25:29 this is my duty to make it successful.
18:25:32 Cause I'm already able to help people right now,
18:25:35 like hoping and crossing my fingers and kind of playing around.
18:25:38 Then I can only imagine what would happen if I really went all in.
18:25:42 And what was the first offering that you offered people besides or
18:25:45 beyond the blog and your point of view on things?
18:25:47 Yeah. So because I was growing a social media following,
18:25:50 that's kinda how it started, like had an Instagram.
18:26:02 Um, a lot of people were asking me,
18:26:03 how did I grow my social media following? So I actually,
18:26:06 I have no clue what I was doing,
18:26:07 but I created this social media calendar and I started selling it.
18:26:10 I can't remember like between 40 to \$60 something around there.
18:26:14 And it was so much work to.
18:26:16 You know, go get it printed and put it in envelopes.
18:26:18 And I've written thank you card and all these different things that I
18:26:20 realized, like after I had done everything,
18:26:22 I was making probably like five or \$10.
18:26:31 And then, um, it's funny.
18:26:33 I got really tired of like having to print everything out.
18:26:37 So I just decided like on a whim, let me put it up digitally.
18:26:39 And I didn't think anyone will bikes. It was like,
18:26:41 who advise something that they can't physically hold in their hand?
18:26:43 Well, I,
18:26:44 that proved me wrong because people started to buy it and I was like,
18:26:46 Oh my gosh, this is like,
18:26:47 I can make money and not even have to send things out.
18:26:49 Like this is incredible.
18:26:50 And then, so from there.
18:26:51 Um, another thing that was really huge for me,
18:26:53 it was my morning rituals. So then.
18:26:55 Virtuals. I love.
18:27:02 Yeah.
18:27:03 So that's what actually really kind of got the momentum going with me,
18:27:06 having like, you know,
18:27:07 the online courses and everything that I have now,
18:27:09 I started sharing my morning rituals and that started to take off.
18:27:12 And then the program that I was using for the morning ritual emails
18:27:15 was actually a membership site program.
18:27:17 Back then.
18:27:18 Uh, it was wishlist number. I'm still using it.
18:27:20 I feel like if I, if I had started my business in like 2019 or 2020,
18:27:23 I'd probably use Kajabi.
18:27:24 Okay.
18:27:25 You're great things about him,
18:27:26 but just since I started back then and B.
18:27:28 So much work to like put all over.
18:27:30 Switching just thinking.
18:27:31 Change it.
18:27:32 Yeah. Yeah. Yeah.
18:27:33 That's kind of happens when you start a little bit before the curve,
18:27:35 but anyway,
18:27:36 Yeah,

18:27:38 it transitioned into a membership site and then kind of the rest is
18:27:40 history.
18:27:45 And it was so cool. It was like two 99 a month. And it'd be,
18:27:48 I think it was around two 99 a month or a week. Um,
18:27:50 I think it was so the good morning, beautiful emails was I think,
18:27:53 around \$7 a month.
18:27:55 Yeah. And then the memberships.
18:27:56 I was \$33.
18:27:57 So to break it down,
18:27:59 basically it was like a beautiful affirmation and maybe like a thing
18:28:03 to do or a smoothie or stretch.
18:28:06 And it was so avant garde is it's interesting,
18:28:08 like seeing the evolution of like email marketing over the years,
18:28:11 but you were so ahead of the curve.
18:28:14 And I remember you building,
18:28:15 I felt like I was still like hacking away at Squarespace.
18:28:18 And you had told me about WordPress.
18:28:20 And WordPress felt like I thought you were a coder or something like.
18:28:23 Really did not understand it.
18:28:38 And like the capabilities of WordPress. Um,
18:28:40 but it was so cool to see you be able to make all these integrations.
18:28:43 And you were actually the first person to tell me about a virtual
18:28:45 assistant to like,
18:28:47 that felt like such a decadent thing to get a virtual assistant,
18:28:49 to have someone help you with work. Like what,
18:28:51 but you could just do it yourself.
18:28:52 And you had set it up and you had shared with me some resources that
18:28:54 you had used with, like you had virtual assistants, I think globally.
18:28:57 Helping you manage a global group of contributors as well.
18:29:01 You were like,
18:29:02 so ahead from someone who had never done this before you would've had
18:29:05 it figured out, how did you learn all that stuff?
18:29:07 Google.
18:29:08 Was my number one still is honestly my number one, Google and YouTube.
18:29:11 Um, I think what it was is like, I was really determined.
18:29:32 Like, I feel like when you're determined, you'll figure it out.
18:29:34 And it's funny too, in hindsight, like the morning ritual email,
18:29:38 like now there's so many tools that if I had started right now,
18:29:41 it would've been so easy. Like literally like apt drag and drop,
18:29:43 like so easy. But back then, like a lot of things didn't exist.
18:29:46 So it was just like hacking things together. Honestly,
18:29:49 it was hacking things together.
18:29:50 Um, in terms of like learning how to team or hiring a team,
18:29:54 which is like, I tried it and I was like, well,
18:29:55 if I hire someone and they're great,
18:29:57 I'll keep them and they're not then look for someone else. Um,
18:30:12 I think a little bit of how I picked that up too,
18:30:14 was just in my past jobs,
18:30:16 like working at a tech company and then working in retail. I,
18:30:20 especially the retail job that I worked at. Um, you know,
18:30:22 when you hear, we talk about the retail job,
18:30:23 I always say that I didn't love it. I didn't love it,
18:30:25 but they really didn't know how to run a company and put different
18:30:28 people in their positions. And just from the get-go I knew that like,

18:30:32 if I wanted to grow my company to like \$1 million company,
18:30:34 I couldn't do it. If I was answering every single customer service.
18:30:37 And I was doing lots of repetitive tasks over and over again,
18:30:41 like I had to be the visionary and the content creator and the ideas
18:30:43 person. And so to this day,
18:30:45 anything that's not like doing like literally content creation,
18:30:49 growth, oriented ideas person. I still delegate it just now.
18:30:52 Like blessed enough to have more resources where I can delegate more
18:30:55 things before it was mainly just like customer service.
18:30:57 And you were doing so I w you know,
18:30:59 going back to like where you got started,
18:31:00 you got started doing that social media calendar,
18:31:02 helping people grow their Instagram,
18:31:04 but you made a drastic shift into more of.
18:31:07 I want to say new age, I guess,
18:31:08 is what I don't even know what to bucket this all this end, but you,
18:31:11 you dove into NLP EFT, life and success,
18:31:14 coaching clinical hypnotherapy and time techniques.
18:31:17 First off. How did you find the time to learn all of these?
18:31:19 One question.
18:31:25 I always find the time because I'm obsessed with personal development
18:31:28 and growth. So like there's no point in like, what is Einstein say?
18:31:32 Like the secret to insanity is doing the same thing and expecting a
18:31:35 different result. So.
18:31:38 You're not investing in your personal growth.
18:31:41 You're going to be banging your head against the wall,
18:31:43 doing the same thing and not seeing any change unless you change
18:31:46 yourself. Right. It's not going to be a new, like,
18:31:52 Many chat bot. It's not going to be a new marketing hack,
18:31:54 like it is going to be when you change yourself. So like, that is my,
18:31:58 my first go-to and then everything else comes after there's times.
18:32:00 If I wake up and I'm like in a funk.
18:32:11 All journal for like two hours. Like,
18:32:13 I don't even care if I have a lot of things on my to-do list. Like,
18:32:15 unless I have to like be on a phone to meet someone, but, um,
18:32:18 I will journal and figure it out and make sure that my head is
18:32:21 straight or do EFT tapping or do mindset work because there's no point
18:32:24 in me doing anything else. If I'm not feeling it,
18:32:26 that's just how I work.
18:32:27 Um,
18:32:28 and so it's funny how I stumbled upon this is,
18:32:32 like I said, I had the membership site and I really.
18:32:36 They're my whole business. I pay attention to like,
18:32:38 what do I want to create? And I pay attention to like,
18:32:39 how can I help people the most?
18:32:40 So at the time a lot of people were asking me, like,
18:32:43 how did you grow your social media following?
18:32:44 How did you grow your membership?
18:32:45 And so some of my coaching was around that.
18:32:47 I was coaching people on how to.
18:32:48 You know, get that off the ground for themselves.
18:32:51 And what I realized was I could literally tell them word for word
18:32:54 exactly what I did. Like I could say, like,
18:32:55 this is the exact tool that I use. This is the exact website.

18:32:58 This was.
18:32:59 Like here's my emails. Just put your, like, like,
18:33:01 just like change it up a little and put your, like,
18:33:03 I could give them everything.
18:33:04 And if their mindset wasn't in the right place again,
18:33:06 they'd be hitting themselves against the wall. And.
18:33:09 For awhile. I was telling clients like, Oh,
18:33:11 this is a book that I read that motivated me.
18:33:13 Or this is a YouTube video that I watched that.
18:33:14 Helped me or, you know, sharing personal stories.
18:33:22 And what I realized was I needed to be able to go deeper and really
18:33:25 make a change.
18:33:26 And so that's what neuro-linguistic programming and hypnosis and
18:33:29 proper lifting techniques.
18:33:33 And emotional freedom techniques does.
18:33:34 It's not just telling the person like, Oh, why don't you just do this?
18:33:37 We all know that doesn't work. Right?
18:33:38 Like how many people would start their new year's resolutions.
18:33:40 And two weeks later, they're back to.
18:33:47 Sitting on the couch, eating chips, watching Netflix.
18:33:49 It's not because you don't know that you're supposed to go to the gym.
18:33:52 It's not because your alarm doesn't go off it's because you're still
18:33:55 working those old subconscious programs.
18:33:57 I knew if I wanted to help my clients change.
18:34:02 I needed to know how to help them reject their subconscious programs.
18:34:06 Um, and so yeah, when I found the program that I took for,
18:34:10 for like the first program that I took for neuro-linguistic
18:34:12 programming, I literally just hopped on a plane.
18:34:14 And I know the question you asked me is how did I find the time?
18:34:17 Like I still, like, after class would be.
18:34:19 Working with clients or coaching or, you know,
18:34:21 doing whatever it was I needed to do.
18:34:22 I just kind of reject my schedule.
18:34:24 And I feel like I was, I visited you or we overlapped at that time.
18:34:27 You were in LA for that one, I think.
18:34:28 So it's so funny. Cause you said.
18:34:30 I stayed with your sister for something. And I'm like, Oh, made with.
18:34:33 Did happen?
18:34:34 So.
18:34:35 With Danny.
18:34:36 I guess that probably was in 20s, early 2017 hours.
18:34:39 Yeah.
18:34:46 Oh, so that's not really early. That's like summer,
18:34:48 but I took my first neuro-linguistic programming training.
18:34:52 Um, I believe it was.
18:34:54 Late August or early September.
18:34:56 I overlapped with you there because I met you at your hotel then too.
18:34:58 Oh, my God. That's so funny.
18:34:59 The stock do all of that.
18:35:09 But I think it's so cool. Again, another thing that you were just,
18:35:12 you were ahead of the curve because I feel like NLP and EFT right now,
18:35:16 it's kind of coming to.
18:35:17 To the forefront and people are understanding what it is and investing
18:35:20 in it that much more. What previously.

18:35:22 It felt so far off are so far away from their day-to-day life. So.
18:35:30 Tell us about your certifications and how you integrate all of these
18:35:32 learnings into like one certification that people can graduate,
18:35:36 but graduate.
18:35:54 Absolutely. So I think,
18:35:55 I honestly believe everyone needs a coach because even when you're
18:35:58 self motivated and everything like that,
18:36:00 you can't always see your blind spots. Right. You can't,
18:36:03 you can't know like what you don't know about yourself. So coach,
18:36:05 they really mirror things back to you.
18:36:07 But sometimes like with coaching, the like proper way of coaching,
18:36:11 I should say are like the textbook way of coaching is.
18:36:13 Just, um, you know,
18:36:14 expecting your clients to have all the answers within them,
18:36:17 which they do.
18:36:26 Um,
18:36:27 and you're asking questions and that can create shifts and insights,
18:36:30 but then sometimes somebody has a negative emotion or a limiting
18:36:33 belief or something like that, that just asking questions,
18:36:35 isn't going to completely switch for them.
18:36:38 And so that's when these tools like hypnosis,
18:36:40 where you can go in and look at their programs and literally shift
18:36:43 that like shift the way that they've always been thinking or shift the
18:36:46 way that their habits.
18:36:47 Happen, you can instantly just go in and within, you know,
18:36:50 20 minutes is completely different or a neuro-linguistic programming,
18:36:53 the exact same thing.
18:36:54 Neuro-linguistic programming helps you bring up your current program.
18:36:57 So maybe you have a bad habit of your alarm clock goes off and you
18:37:00 always press news,
18:37:01 or you see a certain person on Instagram and you get triggered and
18:37:03 angry,
18:37:04 and then you kind of shut down or whatever it is neuro-linguistic
18:37:07 programming can go in and literally help you rewire the natural
18:37:11 program, your natural reaction.
18:37:12 To a way of being that suits you rather than, you know,
18:37:16 the password being that, that doesn't help you.
18:37:18 It doesn't matter. And so with this certification,
18:37:20 it encompasses all of these tools into one.
18:37:22 Yes. So, yeah, so there.
18:37:23 The certification has them all is because.
18:37:32 Like when you work with a yes supply coach,
18:37:34 they have all of these different tools,
18:37:36 all these different modalities,
18:37:37 so that no matter what comes up with you, they can help you.
18:37:40 So if you just need clarity on something,
18:37:42 that's where coaching comes in, right?
18:37:43 Because the person can ask you questions or clarity or goal setting
18:37:46 or, or accountability,
18:37:47 that's where coaching comes in because the person can.
18:37:49 You know, ask you the right questions and help you get focused,
18:37:51 kind of help you sort out.
18:37:52 If there's a lot of things going on in your head,
18:37:54 you don't know which direction to take or things seem fuzzy.

18:37:56 That's where coaching is really powerful. So I do think coaching is,
18:37:58 is so, so, so powerful, but then if you have.
18:38:01 You know,
18:38:02 Maybe when you were growing up,
18:38:03 you learn that like money is a root of all evil or like,
18:38:06 I can't be successful.
18:38:19 Like, you know, these are the stumbling blocks.
18:38:20 Like I can't be successful because I'm a mom or I can't be successful
18:38:22 because I'm a woman or I didn't go to school or maybe certain things
18:38:26 make you angry or triggered. And you, you,
18:38:28 you don't know what the root cause of them is.
18:38:30 So that's where neuro-linguistic programming comes in.
18:38:33 Because with these tools, we can literally just through conversation,
18:38:36 help you bring up, Oh, that's the root cause of.
18:38:39 You making it really hard on yourself to make money.
18:38:41 That's the root cause of you getting triggered in these kinds of
18:38:43 situations or why?
18:38:44 No matter what relationship you're in you self sabotage it or whatever
18:38:48 it is, right.
18:38:49 The neuro-linguistic programming helps you once.
18:38:51 You've kind of found your right direction through coaching.
18:38:53 It helps you pull out the weeds and pull up everything.
18:38:55 That's kind of getting in your way so that you can, um,
18:38:58 Propel yourself. I'm thinking of like a Slingshot.
18:39:01 But you can propel yourself even faster to that result.
18:39:09 And, you know, the growth that I've experienced.
18:39:12 I highly attribute to working on my subconscious programming to
18:39:15 hypnosis,
18:39:16 to neuro-linguistic programming because so many people will know,
18:39:19 okay, this is the direction I want to go in with my life,
18:39:21 but then they let all their old limiting beliefs and old habits.
18:39:24 Hold them back. And so with this, it's like, open-mind surgery.
18:39:27 You just go in and you'd take out,
18:39:28 what's not working and you put in what, what can work and then boom,
18:39:31 like you're set and you, you feel good. You feel empowered, you know,
18:39:34 that things are gonna work out and then.
18:39:36 Inevitably that becomes a self-fulfilling prophecy.
18:39:38 And it's really beneficial too,
18:39:39 for someone who wants to be a coach to have those tools in their
18:39:42 toolbox to be able to yield or we'll done on their potential clients.
18:39:45 Absolutely. To, yeah. It's so funny because when you look at.
18:39:48 The coaching industry or whatever.
18:39:50 Like they're like most people,
18:39:51 their first thought is how do we get coaching clients?
18:39:53 How do I get coaching clients? How do I get coaching clients?
18:39:57 The first question you should be asking yourself is how do I help my
18:40:00 coaching clients?
18:40:01 Because if you feel confident that you can actually help people
18:40:03 because you know how to do hypnosis, you know how to ask.
18:40:06 Those right. Coaching questions. You know how to listen.
18:40:15 Like really actively listen and hear when someone has a negative
18:40:19 emotion or hear when someone's literally showing you this is the root
18:40:22 cause of all of my issues are,
18:40:23 this is a pattern now you've tuned your ear. So, you know,

18:40:26 like what the real issue is.
18:40:27 And you're going to actually help people create the results.
18:40:30 And I'm like, for me, I fell. So in love with this,
18:40:34 with these modalities that.
18:40:49 I just I'm I'm like, I'm like,
18:40:51 I feel like I'm doing you a favor by having a program, right?
18:40:54 Like you want as a coach,
18:40:55 you want to be so in love with your program that you're like, like,
18:40:58 you really need this.
18:40:59 And then you never have to worry about how do I find coaching clients,
18:41:02 because you know that what you have to offer is so amazing.
18:41:04 And that's why our, our students are getting such great results too,
18:41:07 because.
18:41:08 Like they know the power of it.
18:41:09 And you just want to talk about it all the time.
18:41:11 Oh, my gosh, first off, I'm signing up right after this call. Second.
18:41:14 It's so cool to see that transition from a blog.
18:41:17 Like this is a blog idea. Yes. Supply 2015 to I'm good at all.
18:41:21 I'm good at growing Instagram and like helping people organize their
18:41:24 social media strategy to this huge evolution of offering this
18:41:28 framework and the certification.
18:41:30 I mean, that's, that's incredible. And something that you said to me,
18:41:33 I think one of our very first meetings you had told me about your
18:41:35 dreams, you told me about,
18:41:37 you had two dreams of like knowing you made it.
18:41:39 And one of them was your Mercedes.
18:41:41 I forget tea wagon. I think.
18:41:42 Yeah.
18:41:43 And the second was a fluffy white dog. I forget what the title.
18:41:45 The type of dog is.
18:41:46 Some ways.
18:41:50 Yeah, that was your dream. And I,
18:41:52 we had kind of not talked for a year and I was scrolling Instagram and
18:41:54 I see Reese and she's like looking, she gets back.
18:41:57 Getting into her G wagon. And it was just like, I dropped the phone.
18:42:01 I was like, she made it. And that was just such a cool.
18:42:03 I have chills right now.
18:42:04 Also circle reaction and you didn't get a dog,
18:42:06 but you gotta baby instead.
18:42:07 Hey, you know, what's so funny.
18:42:10 So I literally, like we just moved into this house in may.
18:42:13 It's beautiful.
18:42:18 And I got a huge backyard so that when we get the dog,
18:42:22 the dog can run around. But now that I just had a baby,
18:42:24 I literally sent George the other.
18:42:25 We are not getting a dog right now.
18:42:26 Like, let me think. Some ballads.
18:42:28 With this baby. And then we can think about a.
18:42:33 But, but we were planning or like,
18:42:35 thinking about getting the dog in the fall, but yeah, I'm gonna,
18:42:37 I may wait till next spring or something.
18:42:39 Maybe wait until the baby can walk around.
18:42:40 Or like a fully trained dog, something like that.
18:42:43 Oh, yeah, one that's already like three years old,

18:42:44 but just like train like this.
18:42:45 Like, can we pull that and whatnot?
18:42:47 You know, switching gears.
18:43:17 You did have a baby.
18:43:18 And I think what's so cool about your business too.
18:43:21 If you were very digital first over,
18:43:23 you did have an in-person events and retreats and whatnot,
18:43:25 but that wasn't your bread and butter.
18:43:26 That was like the icing on top of the cake.
18:43:28 That was actually more for marketing too,
18:43:30 because like for the events, like, yes, we made money,
18:43:33 but it wasn't anything that was going to like, you know,
18:43:36 buy a new house with or anything like that. It just,
18:43:38 it was great for connecting. It was great for marketing, but yeah,
18:43:41 the bread.
18:43:42 Right. And butter is definitely, um, digital, digital. Yeah.
18:43:45 Online. And I think that's incredible too.
18:43:47 And a lot of people are finding that with this pandemic, like.
18:43:50 I mean, hello, events, business over here.
18:43:52 If you learn how to pivot and switch.
18:43:54 Switch ways very quickly, or you don't.
18:43:56 And I put so much emphasis on like, Oh,
18:43:59 it has to be an in-person people need to connect in person. Like, no,
18:44:01 one's going to want to meet a stranger.
18:44:03 In a zoom room that doesn't feel nice. And now I truthfully, sorry,
18:44:06 listeners. I don't really want to go back into a person.
18:44:08 I love being done with my events at 6:30 PM.
18:44:11 Why.
18:44:12 Packed up the cheese board. That's like half eaten and be like, f**k.
18:44:15 So much.
18:44:16 We like survived on cheese.
18:44:17 You're going to like a giant trader Joe's.
18:44:19 You got the main cloud.
18:44:20 Oh, yes, I live off I'm. So like, I don't live in a safe,
18:44:23 I would live off of that mango.
18:44:24 It's not very good for you. It turns out.
18:44:26 Fruits just don't have the same amount of fiber as that.
18:44:28 That's the real thing and a lot more sugar.
18:44:41 But yeah,
18:44:42 I definitely dragged you to the trader Joe's in New York city,
18:44:44 which is an experience because it's like what I imagined the hunger
18:44:47 games feels like in real life,
18:44:48 you have one person waiting in line as you're like supermarket bashing
18:44:52 around and try to get all of the things, um,
18:44:54 Right.
18:44:55 Volunteer as tribute.
18:44:56 Volunteer, please.
18:44:57 Yes.
18:44:58 Trader Joe's I'll I'll I'll smuggle some stuff back to Canada.
18:45:01 Um, but I think what's so cool though, is that you were,
18:45:04 you were always very consistent and you were always very consistent in
18:45:06 your offering and you didn't deviate much from your pack, even if.
18:45:10 You know, the going went tough moment.
18:45:12 You know, in small moments.

18:45:13 And fast forward to 2020 we're in a pandemic.
18:45:16 And you had all the systems already in place to support you.
18:45:18 Which is so.
18:45:20 What everyone is trying to do. So how did it.
18:45:22 How did it feel?
18:45:33 Transitioning that role to motherhood and running a business.
18:45:36 So I'm really lucky because very early into my business journey,
18:45:41 I read the book E-Myth which I would have you read it. Yeah.
18:45:44 It's online. Hold at the library.
18:45:51 Oh, okay. Yeah.
18:45:52 So I read the book E-Myth and I would definitely recommend it and
18:45:56 email it. Doesn't tell you all of the system,
18:45:57 but it does tell you a way of thinking.
18:45:59 And so one of the things that they talked about is don't work in your
18:46:02 business, work on your business, right?
18:46:08 And so,
18:46:09 and how I see it is that is actually the best thing that I can do for
18:46:13 my business. Right.
18:46:14 Because if I'm such an integral part of my business,
18:46:17 that if I have a sick day or I want to go on vacation or just wants to
18:46:20 sleep in or whatever, my business can't run.
18:46:22 I'm doing a disservice to this cause I'm human. Right.
18:46:25 We have a certain amount of energy I recently found out to, um,
18:46:28 I don't know if you have you heard of human design.
18:46:30 Manifester.
18:46:31 Okay. I'm a projector.
18:46:32 Your projector? I would. Oh, that makes sense. Actually.
18:46:43 My first thought would have been that your generator just cause you
18:46:45 have so much energy,
18:46:46 but it actually totally makes sense to your projector.
18:46:48 Cause you're so good at like figuring out what people are good at.
18:46:51 Like bringing people together, guiding people, guiding resources.
18:46:54 So that had to be invited in and I'm like, uh,
18:46:55 I'm like a vampire there.
18:46:56 Oh, okay.
18:46:58 What do you mean?
18:46:59 Vampires.
18:47:00 Well, you know, like vampires have to be let into the house.
18:47:02 They can't.
18:47:03 I'm like a vampire, but like my clients have to literally be like,
18:47:06 I want to work with you. I'm not chasing them. Like work.
18:47:09 Right. Yeah,
18:47:10 but you just shine your light and then you attract the right people.
18:47:12 Yes.
18:47:13 Can you just lift my siren song?
18:47:15 Yes. So, um, so as you were talking about with E-Myth.
18:47:25 It says, work on your business, not in your business. And like I said,
18:47:29 I'm a manifestor. So like I'm supposed to initiate things,
18:47:32 but I'm not actually supposed to be the person who's like working 16
18:47:35 hours a day. And I just don't have that energy.
18:47:37 And I'm really glad that I learned my human design because it actually
18:47:40 gave me permission to not feel guilty anymore that I can't,
18:47:43 because that's just my design. Right.
18:47:44 So anyway, I'm, I'm good at like initiating and then delegating.

18:47:48 Um, I feel like you, and I also talked a lot about that, that, um,
18:47:51 exercise, like delegate, eliminate.
18:47:52 Like, what can you delegate?
18:47:53 So that's something I've always been doing since the start.
18:48:08 And like I said before, like if I have a sick day or I'm busy,
18:48:10 or I want to sleep in it's,
18:48:12 if my business can't run in that situation,
18:48:15 I'm doing a service to my team because they need to get paid.
18:48:17 They got bills to pay too. Right.
18:48:19 I'm doing a disservice to my clients because they need the offer that
18:48:22 I have.
18:48:34 And so I've been working on making my business very,
18:48:37 very passive, even before I was pregnant.
18:48:39 Like even before it was like, Oh my God.
18:48:41 And so when I, you know, took time off to have the baby.
18:48:45 So like, as soon when I had the baby,
18:48:47 I didn't even barely look at a screen for like two weeks.
18:48:49 Like I just wanted to be really just like in the moment and like
18:48:52 cherish every moment and everything like that.
18:48:54 And my business ran perfectly and everyone on my team knew exactly
18:48:57 what to do. And like we had been like,
18:48:59 obviously everyone knew I was pregnant.
18:49:01 Like we had just been preparing. I'm just saying like,
18:49:02 is there any last questions that you have for Reece or any last things
18:49:05 that you need, but it was amazing. Like,
18:49:06 I felt so lucky and so blessed.
18:49:08 Um, to be able to do that.
18:49:09 And now still, um, you know, people would always say like,
18:49:13 I only work two hours a day and do that. So I'm not saying it to like,
18:49:16 Be like, Oh my God. I'm so amazing. But like, because I have a baby,
18:49:18 I literally can't work more than like, yeah.
18:49:20 You're like that one hour I'm in the bathroom alone.
18:49:22 Yeah, exactly.
18:49:37 But, yeah, so yeah,
18:49:39 right now I'm not really working that much at all,
18:49:42 but because our team just, everyone knows what to do.
18:49:45 They're passionate about our mission. They know the vision,
18:49:48 every light that everything is running perfect lab,
18:49:50 an amazing lead trainer Steph.
18:49:51 So she just led our last two trainings in September and another.
18:49:55 One's coming up next week.
18:49:56 And like,
18:49:57 I just fully trust her and we have a great onboarding process.
18:49:59 So we brought on another trainer or we're going to bring out a couple
18:50:01 of more towards the end of the year for different time zones.
18:50:03 Oh,
18:50:04 I have a great project manager that just manages all the projects for
18:50:07 me.
18:50:08 So a lot of like, the work that I'm doing is like,
18:50:11 if my baby's napping on me and I can't move,
18:50:13 I'm just like on my phone,
18:50:14 just like checking in with my project manager.
18:50:16 Like if she has a question for me or just like,
18:50:17 like it's more now my job is more just asking people to do stuff or

18:50:21 like meeting.
18:50:22 And then I love content.
18:50:24 So I'm sure at some point I'll have to give up the content creation.
18:50:27 Like, especially, like I said, if I want my business to work.
18:50:29 Whether I'm sleeping or not.
18:50:31 But, um, when I do have like time,
18:50:34 then all create videos and stuff like that,
18:50:36 just because that's what actually brings me joy.
18:50:37 And the podcast you like.
18:50:38 Obviously, I don't have to do podcasts for my business to run,
18:50:41 but I love what I do. I love talking about what I do.
18:50:43 I love sharing the message. So like, this is what I want to do.
18:50:46 You gotta do.
18:50:47 Fun stuff now.
18:50:48 Literally desired business. So I can do all this stuff that I like,
18:50:50 like I'm not going to lie. Like there's things here and there though.
18:50:57 But for the most part, like 95% is all the stuff that I love.
18:51:00 And then, um, yeah,
18:51:01 I just feel energized about what I do and to do that, it just like,
18:51:04 it just takes planning.
18:51:05 And I would say for anyone who's listening, who they're like,
18:51:07 I want to do this too.
18:51:10 Like,
18:51:11 I want to be able to work on things that I love and not working things
18:51:14 that I don't love,
18:51:15 how I goal set or how I create that is I start with the end in mind.
18:51:18 I think about okay. For if my business is making six figures a month.
18:51:26 And it's running perfectly. And, um,
18:51:29 I only have to do making videos and team meeting and,
18:51:34 you know, some Slack messages.
18:51:35 Like how, like I dream it up. Like, how would that look? Like?
18:51:38 How would that make sense?
18:51:39 And so I'll draw out like on a piece of paper.
18:51:42 How that would look, and then I work towards that.
18:51:45 So I hire those people or.
18:51:52 Create those processes or I, again, I have an amazing project manager,
18:51:56 so she'll cry. Like I'll ask her,
18:51:57 can you create a process around this and will,
18:51:59 and she'll go ahead and make that.
18:52:00 Okay. And I think that's so another great lesson too.
18:52:02 It's like investing in the people who are going to help you make
18:52:04 money.
18:52:05 Yeah.
18:52:19 I don't know where I picked this up, but someone along the way,
18:52:22 maybe like a guru online or whatever said higher, higher,
18:52:25 like it's where you need them or like higher for the team you're
18:52:27 creating, not for where you are now.
18:52:29 And that's really scary as f**k when you're like, okay,
18:52:31 some are higher. This person, I can pay them for two months. And this.
18:52:34 But it's like you hire them.
18:52:35 You, you will, you hire them and you don't micromanage.
18:52:38 You hire them to do the job that they did if they can do it.
18:52:40 Fantastic. If they can't, they're not the right person,
18:52:42 nothing personally, they just aren't.

18:52:44 So you hire them to take that work off your plate,
18:52:46 and then you do what you need to do.
18:52:47 To, you know, grow your business. And so if you're the CEO.
18:52:50 More than anyone else on your team you're really thinking about.
18:52:52 Are we still increasing sales? Are we getting more customers?
18:52:54 Are we embodying the brand and the marketing and everything like that?
18:52:58 Um, I think like it's great to have a marketing team, but, um,
18:53:01 Like no one is going to be thinking about sales more than you.
18:53:05 At the beginning, unless you have like a full-on, you know,
18:53:07 sales team.
18:53:08 Yeah. Or they're motivated and hungry. Yeah.
18:53:10 Yeah. Yeah.
18:53:18 Well, Reese,
18:53:19 it has been such an incredible gift catching up with you and you know,
18:53:23 what an extraordinary year, if you have definitely made this year,
18:53:26 I'm sure it, I feel like this year was.
18:53:27 Which was so challenging for a lot of people.
18:53:29 If you've made it into such a beautiful year.
18:53:31 Moving into your dream home, having a BB like,
18:53:33 and still crushing your goals, your business goals.
18:53:39 So,
18:53:40 thank you so much for sharing your story with us and for showing up
18:53:43 today and listeners, if you liked this, uh,
18:53:45 where can they find more peace in their life?
18:53:47 Yeah, absolutely.
18:53:48 So if anyone's listening and you're thinking of becoming a coach,
18:53:51 actually have a free masterclass.
18:54:05 Uh, yes. supply.co/coach master pass,
18:54:08 where I break down more business tips and my five steps to a
18:54:10 successful six-figure coaching business.
18:54:12 And then if you want to just follow along with my life and little
18:54:14 shares and inspiration, um, I'm on Instagram at yes.
18:54:18 Supply, or you can check out my website where we have blogs coming out
18:54:21 almost every week.
18:54:22 Yes, supply.com.
18:54:23 Yay. Awesome. Well,
18:54:24 thank you so much for sharing your wisdom with us tonight. It was.
18:54:27 Or today, I don't know what day of the year, month it is.
18:54:30 Um,
18:54:31 but so glad that we got to hear your story and thank you for sharing