



Here's what can happen in just 6 months!

SHYGIRLSGUIDE NEWSLETTER

PREVIEW

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Joy Horsley

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About halfway in 2023, I started this newsletter and keeping track of all the real-life progress (or lack thereof) as I worked to add more content, try new platforms, expand my business, etc.

This happened after I shared "[How I got to Seven Figures with 4 Streams of Revenue](#)" blog that had others asking me to share more of that experience.

So, I began to share all of my weekly stats, wins, financial gains monthly. What I have learned is the more you track, the more you have ways to win!

Did I achieve greatness? Well, no – it's only been 6 months of work BUT I did achieve more revenue and a bigger audience which would not have had happened had I done nothing! (You can see those exact figures [here](#).) Which brings me to one of my biggest lessons from last year:

#1) – You do nothing and nothing happens! Over the last six months, I have been working with more content: blogging, newsletter, posting, filming ... with each attempt, I learn more about how to create it or edit or words and hooks that work best. I know that these first attempts will be cringey one day but so was my first efforts at walking. I have learned to be more willing to look bad because that is the only way to learn.

#2) – Watch your ROE: Return on Energy! I had a few clients that were really draining my energy. They were demanding, hyper-critical and would complain about every invoice. It is hard to cut work when we are working so hard to build something but when I did cut these ties ("we have come to a healthy close of our working relationship") it opened up my energy to give better services to those where it is a good

partnership. The money gap was quickly filled. I am going to try to keep this as a lesson this year. If it drains my energy – time to evaluate if it is necessary!

#3) Take more (calculated) risks. I have always been risk adverse, but this year, I signed up for a MasterMind group, I invested more in real estate, and I took a solo trip to Africa. These have been game-changers! I think stretching just beyond where I am comfortable needs to be on the table every year.

My Weekly Stats!



If you can see yourself improving even just 1%, it's a motivating factor that you're moving in the right direction. For me - it will show me sooner the places I need to improve.

With that said, here is this week's "weekly metrics":

- Sales - Up! We have added four new clients and three new Memberships thanks to increased YouTube shorts and 2 extra emails a month.
- Audience growth – **up 7%** - Posting is consistent and I selected an "boost" ad for anything that got more feedback.
- Web Traffic – UP one week then down for a few. This is my least consistent area.
- Financial growth – **up \$6K from last month.**
- Newsletter Subscribers – up **12%**
- Total Pieces of Content – Down! **The holidays saw less content** this week, but increased content is a strategy for the year ahead.

How did this happen? I am still working on content volume. According to “Super Office”: Sales is a numbers game, but the more active you are on social media, the more successful you will be. In fact, studies show that sales reps with high social network activity achieve 45% more sales opportunities and are 51% more likely to hit their sales quotas.

What should we all be doing to Optimize our Businesses in the New Year?



Optimizing your business in the new year involves reviewing and improving various aspects of your operations to enhance efficiency, profitability, and growth. Here are some ways to optimize your business in the new year:

- Update your Key Performance Metrics – know what you want to track and start tracking it! Is it your audience size? Is it your sales? Is it your number of content pieces? You can't grow if you do not know what you want to grow! Review your financial statements, budgets, and cash flow projections. Identify areas where you can reduce costs, increase revenue, or improve profitability!
- Update your profile, your bio/descriptions, your photos, your links – re-design your key lead magnets. Focus on improving customer satisfaction by collecting feedback, addressing complaints, and providing better customer service. Loyal and satisfied customers are more likely to return and refer others.
- Expand your platforms! Not only are there so many ways to promote your business, but there are also even more ways to sell your services! Stay updated on industry trends, market changes, and emerging opportunities. Conduct market research to understand customer preferences and

adapt your products or services accordingly. Explore opportunities to diversify your product or service offerings to cater to a broader customer base or to meet evolving market demands.

- Set yourself up for more calculated risks! Maintain a healthy cash reserve for emergencies and invest in growth opportunities when appropriate.
- Get Help! With virtual by-the-hour assistants and resources for paid help – you can accomplish a lot in a short amount of time. Consider forming strategic partnerships or alliances with complementary businesses to expand your reach, share resources, or access new markets. Consider seeking financial advice or working with a financial advisor!
- LEARN: Invest in ongoing training and development programs for you or your employees to keep their skills current and aligned with the changing business landscape. Foster a culture of continuous improvement within your organization, where employees are encouraged to suggest ideas for enhancement.
- Get your business finances in order for tax planning.

Remember that optimization is an ongoing process, and it's essential to adapt and evolve as circumstances change throughout the year. Regularly review your progress and adjust your strategies accordingly to ensure long-term success.

CORKPOP CALL OUTS!! Taking any action, even when it is hard, yields results. If you track your progress – share what is working for you so I can post it on social media and cheer you on! Send your success to: joy@shygirlsguide.com



IF you are new here: I am Joy. I am an introvert, shy and I am a LATE bloomer. All of these things should work against me, but I have been able to create a 7-figure government compliance business in a few short years! If I can do this – anyone can!

Now, I am blogging, vlogging and writing about ALL the ways one can make more money through virtual work, side hustles and creating businesses (everything from real estate, PR, Ads/advertising, book writing, YouTube, Amazon, Shopify, AirBnB, Etsy, etc.)

Why am I doing this? There is so much “Insanely easy ways to earn a gazillion in one week ...” out there! It took **work** to hit my first seven figure mark - but it was possible. I wanted to see what else was possible for a shy, introverted, late bloomer and pass along my steps, errors, successes, failures, and I plan to be **VERY** candid about how much money can be earned.

This newsletter will provide you with updates every week so you can see - in real time - what it takes to get started, how much it costs, how much time it takes and any helpful tips! So, if you are shy, older, or late to the game – if you are reinventing your life, working on phase 2 or plan B ... this newsletter/journey is for you.

~ Joy

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“Don’t shine so others can see you. Shine so that through you, others can shine!”