



## The Tasks I Do For My Seven-Figure Business

SHYGIRLSGUIDE NEWSLETTER

### PREVIEW

I was wandering around in a cold parking lot in Denver trying to find my rental and re-book my hotel after long flight delays got everything cancelled...

Joy Horsley



4. **Client Relation Tasks:** Nothing hurts a company more than neglecting relationships with clients. I make sure that me and the team are constantly touching base, providing status, confirming task completions, offering timelines, attending meetings as well as communicating regularly through emails, phone calls, or other channels. I find that most people just want a clear idea of what they are paying for and how it offers value.

5. **Stamina tasks!** Health and self-care are important! I have as much vanity as anyone else, but I focus on the health tasks because there is no way to keep up with everything above without: Proper Sleep, nutrition, and supplements, working out, water drinking, prayer/reading. Seriously.

These tasks are my essentials to drive the financial targets and long-term success. However, it's important to note that the specific priorities and responsibilities of a CEO may vary depending on the company's industry, size, and stage of development.



## **My Weekly Stats!**

Each week, I provide my stats, wins, financial gains monthly. Do I hit my targets each week? Of course not. However, there is ALWAYS something that improves each time. This is because the weekly tracking has me hyper-focused on doing even the smallest steps so I can see that tiny bit of improvement.

**Trying something that did not work doesn't discourage me nearly as much as wasted time. Doing nothing gets me nothing.**

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

- Audience growth – **up 3%**
- Web Traffic – **down 5%** -
- Financial growth – **up 5%**
- Total Pieces of Content – **47** (posts, blog, newsletter, etc.)

There were specific strategies and tactics we used this week. They are as follows:

1. **The Content** – I have learned that B-Roll is Best! True story: I used a professional film and 26 people looked at it. Later, I put up an email for me typing at my desk: 228 people looked at it. So – film yourself driving, typing on your phone, sitting at the airport, making your bed, walking in nature, walking into a store ... they can be re-used over and over and don't take more than 10 – 30 seconds each.



2. **Work with service providers you love repeatedly!** .... Last week, we worked with Epic in Franklin, Tennessee who updated the [Joy with a Side of Ranch website](#). There is still a lot to build but cheers to folks at Epic Creative who read my mind. I have the same type of service from my "Pinterest Lady" who creates great designs for [my Pinterest page](#). If you find someone that gets your vibe – use them again to save valuable time and frustration. Conversely, I used a freelance person from Upworks and ... well, it wasn't a great fit. Not putting down Upworks, just back to the drawing board.
3. **Learning new things.** What I am trying to learn right now: I need better landing pages for my social media platforms. I'm learning Link Tree (good!) to set that up (I hope at least one is done by the time you see this). We also added SubMagic to my government compliance video shorts which people enjoyed.
4. **Collaboration** – We will be featuring Chris, the owner of "Hold my Coffee, I gotta Make this" as she shares her business story next week and Diane Menke and I worked up a list of requirements when taking on new teammates or vendors to grow your business. I will share that soon!

Taking any action, even when it is hard, yields results. I look at my stats on Monday so I can shift my strategies for the week. If you track your progress – share what is working for you!

**Check out the latest blog this week: [“From Start-Up to Seven Figures!”](#)**



If you are new here: I am Joy. I am an introvert. I am extremely 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 book writing, YouTube, Amazon, Shopify, AirBnB, Etsy, etc.)

**Why am I doing this?** There is so much “Insanely easy ways to earn 10K a week ...” out there! It took **work** to hit my first seven figure goals, 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!”*