



## Five Habits That Boosted My Seven- Figure Business

SHYGIRLSGUIDE NEWSLETTER

### PREVIEW

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Ah – running a seven-figure business sounds awesome, right? It is and it isn't.

So far this year, I have feasted on beignets in New Orleans, enjoyed the sunsets of Tampa Bay, almost bought the ATV I rode to view waterfalls in Costa Rica, watched “The Lion King” from close orchestra seats ... However, I have also gotten up at 3 am to drive to a long board meeting in another city, wandered in a cold parking lot trying to find my rental, re-booked my hotel after long flight delays got everything cancelled and accidentally wore two left boots to an important meeting! (Why do I own so many black ankle boots??) My point is that it is great, but it is HARD.

To keep things running as smoothly as possible, I have certain framework tasks that keep me on track with my business and life. I consider them crucial for a business owner/leader.

**1. Strategic Planning and Tracking Tasks:** I dedicate time every day and week to review my various business goals and how they become daily targets. I assess the progress each week by reviewing all my metrics – what worked and what did not.

**2. Team Management Tasks:** There are rare exceptions, but if you grow to seven figures, you have taken on a team to help you! With that comes **DAILY** communication of task assignments, follow up, providing guidance, expectations, reminders, and feedback!

**3. Financial Strategy Tasks:** I mean, we are not doing this just for fun, right? I have outsourced my CFO work to Green Shield, but we go over the financial health of the company each week and month. We discuss raising rates, follow-up on overdue invoices, how to get more cash flow and tax write-offs.

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 is 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 improved 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 61%**
- Web Traffic – **down 5%** - but that was after a BIG jump!
- Financial growth – **up 5%**
- Total Pieces of Content – **125** (posts, blog, newsletter, etc.)

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

1. **The Content** – Volume works! I really wish I had time to get all my strategic content in place the way one should, but I have committed to creating content and that is what I will keep doing. I don't care if it is one headshot or a film of my cows, posting life moments keeps an audience engaged while you are giving yourself time to post your big items. 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.  
**True Story:** My [most viewed post](#) last month was my horse looking into the camera!
2. **Asking what my clients want!** As I type this, we are sending out surveys to see what type of membership features the members of our compliance community want AND seeing what fun "fitness challenge" will work best with our FandomFit audiences. I am always nervous about feedback, but it is valuable every time!
3. **Remembering that "hard" can happen for you, not to you!** I am filled with gratitude at all the opportunities for business growth lately but man (!! ) there are a lot of demands on my time and skills. I am having to learn new strategies, new skills and ask for help! Each new hard thing opens new opportunities.

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: ["Unlock Your First Million in Business!"](#)**



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.

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