



How to make the BIG Bucks with your Business!

SGG NEWSLETTER

PREVIEW

I have kept a journal about my business since I started. I have entries where I was so excited to go from four to eight clients...

Joy Horsley

How to make the BIG Bucks with your Business!



I have kept a journal about my business since I started. I have entries where I was so excited to go from four to eight clients overnight. (I have almost 300 now). I have entries where I got super excited to invoice \$2500 or \$5000 a month (those are lower than daily averages now). In just a few years, I went from a little extra spending money to a team and a seven-figure business. I was able to leave my corporate job, pay off my parent's house, buy cars in cash and travel.

So, what took my little side hustle to a full-time business? I got **obsessed** with bringing more value to my clients.

At first, I was so nervous to charge money for my services that I wanted to make sure no one regretted paying for my work. This is where my low self-esteem helped me out for once! I think it is easy to focus on what you will get for your work, your worth and getting tasks done. Those are all good things, but it helped me that it was not my initial focus.

Once, I had a manager tell me that there are two types of workers in the world – one that gets the task done and the other that gets the RESULTS done. He used an example of when he told two workers to turn on the air conditioning in a certain room. One turned on the air conditioner and left. The other turned on the air conditioner but stayed in the room until he confirmed the room was getting cooler. They both did what they were told, but only **one** made sure he got the results that the manager wanted.

My goal initially was to figure out all the ways my client would benefit from any exchange with me. The result of that action was that I was able to get more clients, referrals, and increased services from the same clients. Even now, as I start the new marketing arm of my business, the goal is to provide my clients with more expertise, save them more time, save them more energy, and make them more money. In other words, offer 5-Star service!



Here are the ways I did it before and ways you can do it too.

1) **Get to know the clients.**

With every kick-off call, I try to listen for their tone, their general demeanor, their humor, their background, their frustrations, and the dream outcomes they want for their business. It is so important to always speak in a way that resonates with them. I try to express empathy, ask questions, and get feedback. Whenever I can understand what they struggle with or want, I am able to provide better services.

2) **Bring as many ideas to the table as possible.**

Using my own work history or what I have seen, I am usually able to bring ideas to my client for them to consider. Think about it – your clients will be busy, and their minds are going in 100 different directions. If you offer ideas and recommendations, that shows them you are working WITH them, not just waiting for them to give you tasks. If you are low on ideas - Google. Go through Pinterest, Lemon8, Tiktok or YouTube. Ask Chat GPT. Look through all media, pull from classes you took and use ideas you enjoyed or admired. List these out as ideas to try and **how you can help to implement them.** Which brings me to my next point.

3) **Take the initiative to take tasks off the plate of clients.**

I use this every day. When I am running my government compliance business, I get questions from my clients about whether or not they are supposed to do something. A lot of times it is a yes or no question. I NEVER answer with just a yes or no. I say, “Yes, you have to do that and

here is how I complete that task. Would you like me to handle this for you?" I cannot tell you how much someone loves an answer like that.

4) **Look for inefficiencies and plug the holes.**

We created instructions, templates, spreadsheets, repeated email copy and automated things. Anything that feels unorganized or repetitive - make it easier, better, and smoother for your clients!

5) **Invest in your business!**

I cannot stress this one enough. I try to spend an hour or more learning every day. I take classes and invest in tools. I devour information and resources to offer more value and stay on top of my industry. I have purchased add-ons and upgrades, so I have the best services. I joined paid communities, Masterminds and try to go to teaching retreats when I can. This is essential to offering the BEST value you can.

Check out my latest blog: [Unlock the Million-Making Magic](#)

Weekly Stats!

Each week, I provide my stats, wins, financial gains on a weekly basis so that you can see what real efforts can achieve. The more you track – the more you win! With that said, here is this week's "weekly metrics."

Ugh – I don't know what it is about the third week of each month, but all the metrics dip. It doesn't discourage me though. **I stick with the system and trust the process!**

- Audience growth – **up 4%**
- Financial growth – **up 7%**
- Website Traffic – **down 4%** (this was the second week in a row that website traffic was down. We have pivoted to increase that with promotional emails and more Pinterest posts.)
- New venture/investment growth – **up 5%** (our house flip is under contract so expect to see this jump up this summer!
- Marketing clients: **1** (This is going to be 1 for a while but we are creating our business model with a great client!)

As you can see – taking action, even when it is hard, yields results. I look at my stats on Monday so I can shift my strategies for the week. Let me know if you need ideas to track your progress and see what is possible!



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

joy@shygirlsguide.com

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

- ✓ Contact: joy@shygirlsguide.com
- ✓ Instagram & Threads: [@shygirlsguidetothegalaxy](https://www.instagram.com/shygirlsguidetothegalaxy)
 - ✓ X – [@joybizandstuff](https://twitter.com/joybizandstuff)
- ✓ YouTube: [shygirlsguidetothegalaxy](https://www.youtube.com/shygirlsguidetothegalaxy)
- ✓ Pinterest: [Pinterest/shygirlsguidetothegalaxy](https://www.pinterest.com/shygirlsguidetothegalaxy)