



Start Stacking Your “Wins”!

SHYGIRLSGUIDE NEWSLETTER

PREVIEW

For me, the weeks immediately following the holidays feel like an uphill climb to get back into the trajectory of work and goals. Some people come charging out of the New Year’s gate – if that is you, you are a Rock Star! I am NOT like that. I have to set small goals (# of steps, organizing my work, new book to read, giving old clothes to charity ...) so I can...

Joy Horsley

Newsletter Text – Subject line of the email: How to Stack One “Win” After Another & Create the Life you Want!

Start Stacking Your “Wins”!



“I need to start doing that too!” ~ Real quote from a businessperson to me last week regarding more marketing for their business.

For me, the weeks immediately following the holidays feel like an uphill climb to get back into the trajectory of work and goals. Some people come charging out of the New Year’s gate – if that is you, you are a Rock Star! I am NOT like that. I have to set small goals (# of steps, organizing my work, new book to read, giving old clothes to charity ...) so I can have a “win” or two that gets the ball rolling.

Whatever you do, I hope this newsletter will encourage you to start moving in that direction.

“How do I get my wins going?”

Per James Clear, the habit expert, in order to see great results in your life you have to set up a “system” of good habits and behaviors that create the life you want. Rather than saying, “I want to grow my business” “I want to get out of debt” or “I want lose weight and feel better.” You can focus on:

1. Regular Exercise starting with 20 minutes a day.
2. Making your bed each morning.
3. Make a meal of fruits, vegetables, whole grains, and lean proteins.

4. Getting more sleep - 7-9 hours of sleep per night.
5. Expressing one thing that makes you feel grateful each day. (I use my Facebook stories for this!)
6. Prioritizing your most critical task (like writing a proposal, a newsletter or blog) **first** each day.
7. Regular Reading! Fiction or non-fiction – there is no bad version. I like to read at bed time and do an audio book while getting my steps.
8. Start tracking your debts and paying them down.
9. Spend 20 minutes each day learning a new skill: social media ads, video editing, blogging, using more platforms, making e-products like workbooks, checklists, posts, infographics, etc.
10. Show one act of kindness every day. Practice kindness and empathy towards others. It not only helps them but also contributes to your own happiness.

Obviously, these are examples that I like but it is not hard to think about what I would change in my life and the simple actions that – if done repeatedly – would stack and compound over time.

I personally like to use a spreadsheet that I bought from “Girl Who Excels” but there are apps, checklists, and all sorts of tracking mechanisms to help you set up a life built on one successful habit after another. Give it a try!

MONTH 1	WEEK 1							WEEK 2							WEEK 3						
	S	SU	M	TU	W	TH	F	S	SU	M	TU	W	TH	F	S	SU	M	TU	W	TH	F
DAILY HABITS																					
Write 500 Words in WIP																					
Up by 5:30 AM																					
No Snooze																					
Make Bed																					
Take Supplements																					
Sunscreen																					
Scale Tracking																					
Prayer and Bible																					
Workout																					
Time With Jesse																					
Post Three Sites																					
Morning Jog																					
Skin Care Regime																					
20K Steps																					
Video or writing																					
Complete Invoices/Timesheet																					
Organize																					
Garden																					
Afternoon Jog/Bike																					
Learning skill session																					
Set Up for Next Day																					
Sleep 6-8 Hours																					

Remember that forming these habits takes time and effort, so be patient with yourself as you work on integrating them into your daily life. Over time, these habits can significantly contribute to a happier and more fulfilling life.

Weekly Stats!



Speaking of tracking, I will continue to show – in real time – all the ways I am tracking my business efforts. I talk a lot about my business blog at ShyGirlsGuide.com. What a lot of people don't know is I also started a YouTube channel where I am renovating my 20-acre ranch.

Don't be impressed, I only have 3 videos so far, but I am still proud of it because I started it in honor of my Dad who passed away in 2022. He loved watching renovations on YouTube so I am trying to do what he loved on my *"Joy With A Side of Ranch"* [channel](#).

I bring that up to say that with almost every ACTION I take, I learn new skills and grow in EVERY area of my business life. It all works together and the more you try and track, the more you have ways to win!

If you can see yourself improving even just 1% (for instance – you jogged 20 seconds longer!) 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":

- Audience growth – **up 20%** in the last 5 months!
- Financial growth – **up 13%** (!!)
- New venture/investment growth - I have invested in another house-flip, my biggest investment so far. Now, we wait.
- Sales - Up! We have added 3 new clients and our Memberships have grown 50% thanks to increased YouTube shorts and 2 extra emails a month.
- Audience growth – **up 2%** - Posting is consistent and I selected an "boost" ad for anything that got more feedback.

- Web Traffic – down across the board! Still is my least consistent area. I think it is time to study some Search Engine Optimization techniques.
- Newsletter Subscribers – up 12%
- Total Pieces of Content – UP! Thanks to the YouTube posts.



There were specific strategies and tactics we used to get that much growth in one week. They are as follows but YOU come in on the last one!

1. **Increasing the Blogging/Newsletter Schedule.** I am focusing on learning and sharing that knowledge so we can all grow together. This requires a more active schedule for both blog and newsletter. I need to do better about promoting both but getting back into a good rhythm helps my writing and helps me have a strong record of what works and did not.
2. **Building my audience.** More (ugh) video. I really don't like to video myself, but you can't change anything by doing the same thing. It is a bit cringey, but I am still practicing and tweaking. Regardless – it worked. More follow ... maybe just to cringe at what I am doing but hey! Reels and TikTok are great ways to ease into YouTube ... I hope!
3. **Optimizing my websites.** I need to ensure they are full of tools, resources, have user friendly functions and set up monetization.
4. **Leveling up the customer experience.** We have great clients. My team and I are working to improve OUR products even more, so their experience is even better. We are making new

templates, instructions, checklists and jumping on calls whenever possible. This led to 20% more billable work.

5. **Learning, learning, learning.** I have a whole “EverNote” list of items to learn – blogging course, SOPs, Facebook Ad Campaigns, more platforms (I’m looking at you LinkedIn), video editing, ... There is no getting away from this.
6. **Collaboration** – Hearing YOUR stories in the “Star of the Week” is important! As we each share our wins and struggles, it helps encourage others who are doing the same. If you would like your business/work to be featured in this newsletter, write to joy@shygirlsguide.com and I will send you a few simple questions to answer. Let’s all cheer for one another!

Check out the latest blog this week: [Try This to Change Your Life & Revenue in 6 months!](#)



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 ...*” weird stuff 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!”