



Jump Start Your Seven Figure Year!

SHYGIRLSGUIDE NEWSLETTER

PREVIEW

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Joy Horsley

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My seven-figure journey started years ago when I was working corporate. There was a whole “turning point” that really fired me up and got things moving involving a pompous man and my best friend, but I will tell you that later.

My point is that even though it took years, nights, weekends of work to build my business – it has allowed me a life that provides for the needs, wants, and experiences for my family and gives me the personal freedom to do things I have always wanted to do.

The moment I took action, it began to grow and bring me closer and closer to being able to do what I wanted.

What does the life you want look like? Each month – we promote making the list of the big, beautiful life and career that you want.

The idea is to write down everything you dream. If you did that – and I know it sounds a bit unrealistic – you increase the likelihood of it happening – and faster!

Now, I am recommended that you figure out how much your dream life is going to cost. Once you start writing about the new living room décor, the 5-star vacations, the huge kitchen garden, the new house,

the private schools for your children, the personal chef - whatever it is - you may see that you need to start bringing in another \$25,000 a month in order to make that dream a reality.

When we start designing our life, MOST of us do not have the kind of bank balance to support it. Not even close. When I made the decision to build this for myself, I had a fixed salary. I got paid what I got paid and that was that! I didn't see how it's possible for me to make more than I did but instead of worrying about that, I just started moving forward. With each action, I started stacking the proof of what was possible.

In this day and age, we can generate more money whenever we want to. Here is the thing though – you can read those words and even agree without really believing it is true. The best way to convince yourself is to start stacking the evidence and challenge yourself to make money right now!



- Sell your stuff: Clean out your closets and rooms. Put high-dollar items on Facebook Marketplace or other selling sites then have a yard sale for the rest. Forgive yourself for not using the Peloton or the fancy bread maker, the formal gown and sell them!
- Follow up on your unpaid invoices, dust off an old product, freshen it up with an update and put it on sale.
- Flip – take something old – freshen it up with paint and sell it on Craigslist for profit.
- Have a “VIP Day” This is when you dedicate a one -time entire workday to helping someone accomplish a specific goal. This can be closet organization, lawn, or garden care, helping with seasonal decorations or preparing for a big event like a wedding.

- Host an online event: Paid workshops for crafts, flower arranging, cake decorating, food prep, learning such as parent strategies or workshops for college applications. Beauty events like hairstyling, makeup, and styling tutorials. One day virtual workshop or bootcamp on a specific industry.
- Sell an awesome seven-day challenge with an upgrade offer at the end.
- Walk dogs, babysit or house sit for those you know.
- Go into your cancellations and free yourself from all the little monthly charges for services you don't use much.
- Evaluate everything you give away for free and use your most popular freebie. This could be a checklist, recipe, planner proceed to make an online course and promote it for sale.
- Send free samples of your work (graphic design, social media, newsletter writing, ad creation, administration, etc.) to various small businesses with an hourly rate to line up paid services in your spare time.
- Rent out a room on Air BNB; rent out a vehicle on Turo; rent out your RV on RVShare.
- Drive for Instacart, Uber or Lyft!

By filling up your coffers with extra funds – you will 1) See what is possible 2) Have money to take a course or pay for ads and start building your business.

My Weekly Stats!



Each week I show – in real time – all the ways I am tracking my business efforts. 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 12%**!
- Financial growth – **up 7%** (!!)
- New venture/investment growth - I have invested in another house-flip, my biggest investment so far. Now, we wait.
- Sales - no new sales happened this week, but we went up in all other metrics.
- Web Traffic – It went up some due to experimenting with paid ads. Still working on that.
- Newsletter Subscribers – up **12%**
- Total Pieces of Content – UP! Thanks to the YouTube "shorts"

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 a more active schedule for both blog and newsletter. I need to do better about promoting both! It is always something! 😊
2. **Building my "content library."** This is both what I mentioned above and more (ugh) video. Video will always feel a bit cringey, but I am still practicing and tweaking. See my AirBNB Renovation project to see what I mean:
<https://www.youtube.com/watch?v=lrrAfrgQTKU&t=188s>
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: [Make Seven Figures with Paid Ads!](#)



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

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