

Tamara Protassow Adams:

Hello zoom.

Leonie Dawson:

Oh. Hello, gorgeous boss. Leonie Dawson Refuses to be Categorized the podcast and today for something a little bit different. Oh, the first time that I think we've done this in 130 something episodes, there's going to be a Q and A session and it's not just me on the call. I'm joined today by my lovely and dear friend. Tam Protassow Adams who-

Tamara Protassow Adams:

Hi.

Leonie Dawson:

Hi.

Tamara Protassow Adams:

Hello, good morning. Hi.

Leonie Dawson:

Me and Tam have known each other for a long ass time now. And we call each other, it's a long running joke that we refer to each other as a CPF, a close personal friend, but it's now at the point where Tam is like my C-est PF: my closest personal friend because we spend most of our days texting other.

Tamara Protassow Adams:

Messaging. I had a thought, you need to know my thought.

Leonie Dawson:

Please.

Tamara Protassow Adams:

I had a thought. I had another thought.

Leonie Dawson:

Please tell me everything. I'm right here, that's exactly how it goes. Yes so my lovely assistant Zita was going to be the question asker, but she's not feeling well. So Tam was like, meh fuck it why not? So that's awesome and Tam spruكة your business while you're on. Tell people what you do.

Tamara Protassow Adams:

Hello. Hi, I run a thing.

Leonie Dawson:

You do.

Tamara Protassow Adams:

I do. I'm a writing coach for purpose driven people. So I help people write their books. I have a course that helps people write their books called Book.Write.Now. And I have a monthly membership where that people can join. And that's called Book.Write.Now with Me, where I write my book alongside everybody else. And we do writing calls and book discussion calls, and we have guest experts in to speak to us. And it's a lot of fun and games. And also you get your book written. That's what I do.

Leonie Dawson:

Have I been a guest expert on your membership yet?

Tamara Protassow Adams:

You have not yet. I could always ask you now, with all these people listening.

Leonie Dawson:

[crosstalk 00:02:18]

Tamara Protassow Adams:

Would you maybe one day talk to my group.

Leonie Dawson:

Of course, I fucking would. I was like, "will she accept me as-"

Tamara Protassow Adams:

[Laughs] Let me think about that. I don't know, look all right. Just as a favour.

Leonie Dawson:

I know, right? You got to help the little ones out, right? Give them a step up. It's good exposure for me doll.

Tamara Protassow Adams:

Would you just do it because you love me?

Leonie Dawson:

Yeah nah, I'd do it just for that as well, also would do it just because it'd be more time to chat together.

Tamara Protassow Adams:

Hey mate, should I ask you some questions?

Leonie Dawson:

Oh, okay. Sure. No, good thinking because I was not going to, I was just going to go on tangents so maybe we should.

Tamara Protassow Adams:

No. Well, I've got the questions in front of me.

Leonie Dawson:

Oh. So everyone on my mailing list, we emailed out and asked what questions have you got for me? And we got a shit tonne of questions. And so we'll be answering on this call and then future calls, if you like that kind of shit. And if you've got a question that you'd like me to answer on an upcoming episode, email support@leoniedawson.com.

Tamara Protassow Adams:

Excellent. And the lovely Lydia will take care of you.

Leonie Dawson:

Lydia.

Tamara Protassow Adams:

That's right. We love Lydia. All right. So questions for the Q and A podcast. Let's go. First of all, with Laurie, Laurie asks you, how do you plan out your week?

Leonie Dawson:

Ooh, firstly, I'd like to say the way that you're asking questions is actually very professional and I'm quite enamoured. It's like this radio voice comes on and I'm really into it. So good on you doll. Okay. How do I plan out my week? The answer is I don't really, well sort of I do, but in an unstructured way.

Leonie Dawson:

So at the beginning of every week, usually on a Sunday, I take out my journal. I probably have it next to me somewhere, but this is a podcast, not a visual extravaganza, and I kind of do a loose bullet journal without calling myself a bullet journaler. So I draw out what I've got on that week. And then I colour in the highlighted blocks so I'll put in appointments and I usually have one or two calls a week.

Leonie Dawson:

And mostly they're about this time slot, which is about 1:00 PM in the afternoon. There's occasional 6:30 AM ones. And so they're booked in and any of kids appointments and stuff I need to do during the week. I've got that in there as well. And then I have a really large to do list for the week that I write at the start of every week and one is for business and the other page is for life.

Leonie Dawson:

And then I also have a habit tracker section as well with all the different habits. And they're going to be a mix of life, parenting, health and creativity and business, all that kind of stuff. And then, so I write out my list of everything that I want to achieve that week. And then I highlight the most important ones that need to be done. And then I just try and get as much done as humanly possible on that list.

Leonie Dawson:

If I had, I know myself now. So if I have a really small to-do list, I am not as motivated. I need to have a very large list and it doesn't matter if I don't tick everything off, but I need to have a lot to push for.

Otherwise, I'd get very demotivated. And then to keep the accountability going, if I'm filling myself really lackluster, I usually use Tam or Zita as an accountability partner.

Leonie Dawson:

And I'll be, hey guys, does anyone need to get anything done? Here's my to-do list. I'll check in when the first thing's done. So that's how I plan.

Tamara Protassow Adams:

Can confirm this happens. What happens just as an auxiliary to that because I am going to ask a little extra questions. This is a little auxiliary to that, what happens, you said that you have a massive to long to-do list, but you don't get some of it done. Does that roll over into the next week?

Leonie Dawson:

So in bullet journal world, I think they even have like a little mark that you can do for it. That shows that you've moved it onto another list. And so at the end of every single week, I go back through last week's list and then I draw a arrow in it to show that I've moved it.

Tamara Protassow Adams:

Super fancy.

Leonie Dawson:

I know. And you've also said auxiliary question, which was really posh, like somebody, a writer or something.

Tamara Protassow Adams:

A word nerds unite. All right. So good, that's planning your week. Maya asks, do you really only work 10 hours a week? Does this include your arty work or do you not consider this work? What do you consider work? How about learning and developing your business would love to know smiley face.

Leonie Dawson:

Oh, sweetheart added a smile face. So what do I include and what do I not include?

Tamara Protassow Adams:

And do you really only work 10 hours per week?

Leonie Dawson:

I really only work 10 hours a week because I don't really have that much time outside of that. So here's how, because I've got a certain structure to my date. So in the mornings, up at 6:30, get the kids ready to take to school, leave at seven 7:30, it's a half hour drive. Then me and my husband go and have breakfast together, usually at a cafe, or we go for a walk, or we go run errands, so I'm usually home about 10:30 or so.

Leonie Dawson:

And then we usually do some household jobs, do all the gardening, a shit job with gardening, but still we attempt to do some gardening just not to look like an abandoned lot, a bit of a clean or put a washing on or whatever. Have a talk, have adult time, wink. And then by about 12 o'clock I'm like, right I should get some work done. And then I have maybe two hours before I have to go pick the kids up from school and then I'm with them and then we go to bed really early.

Leonie Dawson:

So it's kind of how it goes and I don't work on weekends. Now in terms of where there may be some spillover, I still do creativity, that's my personal practice that isn't included in my business. So for example, on the weekends, I am always art, journaling and collaging or painting with my kids, that I don't count that as business time. It usually doesn't get shared on the blog or anything like that.

Leonie Dawson:

Sometimes I share my art journal, but it's not for work purposes. And in terms of education, most I would say 90% of the business education I do is in work hours, I devote that time to it because the rest of the time I'm just reading trash books. I read a lot of books, that's why I was I do read some books at night, but they're usually not business related unless it's about a business man, if you know what I mean.

Tamara Protassow Adams:

I do know your tasting books quite well.

Leonie Dawson:

Yes, disgusting this so great.

Tamara Protassow Adams:

So good. Okay, cool. So Misty asks, if you had to build your community and bees from scratch in today's current climate. How would you approach it? What would your first step or top three tips be?

Leonie Dawson:

So the first step I would take is I think everyone goes, well, you got to have a social media account before you do any of that shit, need to have think about who is going to buy your shit and where they already are, how they're making their business like those purchasing decisions because I keep saying this again and again, social media is just one of thousands of different marketing options that you have.

Leonie Dawson:

It is all of them are completely optional and social media is not necessarily the thing that's actually going to make the most amount of difference in your business. It's I know that everyone thinks that's the case, but social media is absolutely in terms of it needing to be a is essential. I think it's such a scam because you, there are so many ways to build a business that can work so much faster and take much less time than social media marketing.

Leonie Dawson:

So for me, if I was going, oh, okay, where are my people hanging out? Because I'm usually teaching kind of entrepreneurs and kind of hippie entrepreneurs. I would be immediately looking at podcasts that

they're on. I'd be looking at wherever they're having kind of webinar or tele seminar events with guest experts and stuff like that.

Leonie Dawson:

And I would also consider doing a joint venture with a person who's already got an established audience or developing affiliate relationships with those people. So I think that's probably where I'd go, just off the top of my hat, I'd go, where are all these people that I want to get in front of? How can I, the quickest way to get in front of them and appear as an expert? That's probably what I'd do.

Tamara Protassow Adams:

Nice answer love. I was just having thoughts because so often people are, but my social media following is 10,000 and I've heard you say over and over again, but what size is your list compared to that.

Leonie Dawson:

I know so many people who have very large social media followings, and they do not have businesses, they're not making any money. I know people who have two million people following their Facebook page and they haven't made money out of it. They can't make money out of it because they haven't, they're actually not the right target market just because you've got social media numbers it doesn't mean they're going to buy from you.

Leonie Dawson:

And always remember that people on your mailing list are going to be 40 times more likely to buy from you than social media. And it's something that you own for the rest of your life, it can't be taken away from you. Anytime the social media algorithm changes or you get locked out of your account, which happens all the time.

Tamara Protassow Adams:

Sure does. All right. So now I have Salise, how do you work 10 hours a week without social media? Is this for businesses that are already established? I feel like for someone starting out new, like I am, I would have to use social media right now to find clients nice segue into this question? So how do you work? 10 hours a week without social media?

Leonie Dawson:

Well, so I were also, when I was on social media, I only worked 10 hours a week anyway, nothing's changed guys. And I didn't-

Tamara Protassow Adams:

Again, can confirm.

Leonie Dawson:

Thank you. See Tam knows me for long enough at work, to my businesses, on and off long enough to go, this is accurate. Here's the thing, I've never had the luxury of working full-time hours in my business. When I started my business back in 2004, then I was working full-time for the Australian government. I didn't leave there until I gave birth to my oldest daughter and then I had a baby and babies take a lot of time guys.

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Tamara Protassow Adams:

Surprise.

Leonie Dawson:

Especially the ones that don't sleep. And I know that you know what that's like.

Tamara Protassow Adams:

The moment of cringe and silence for all the people who have babies who don't sleep. Right?

Leonie Dawson:

[crosstalk 00:15:00]. I promise it gets better, but fuck, it's bullshit in the meantime. So I've never really had the luxury. I've always had to make money in very short periods of time. And I actually think it's a real asset. I think my business has grown faster because of that compressed time because when I do turn up to work, I'm like fuck, right?

Leonie Dawson:

What do I need to do right now in order to grow the business? Because I don't have much time, I can't do all the unimportant bullshit. I can only do the important bullshit. I should mention as well, for people who really want to reduce their work hours and earn more, then I have a program for that. It's just come out. It's called work less, earn more. I can't remember the URL, I think it's leoniedawson.com/more or maybe earn, I don't know, go to my website.

Tamara Protassow Adams:

If you hold on a moment, I'll actually find that for you. If my Internet's quick enough that is?

Leonie Dawson:

It's a website.

Tamara Protassow Adams:

The leoniedawson.com/shop and all the things will be there.

Leonie Dawson:

That's good. Now in terms of-

Tamara Protassow Adams:

It's forward slash more, leoniedawson.com/more, which is work less earn more.

Leonie Dawson:

Nice. Thanks Tam boo you're the best. Now in terms of how I can only 10 hours a week and if people are just starting out, you can still start out with very limited time. That's what, I never got to go full time in this, but you need to be strategic. And even if you use social media, you need to be strategic. Where are your people hanging out? How can you find them?

Leonie Dawson:

I was talking to a friend of mine, just a school mom. And she had just started a new hairdressing salon, gone out on her own to start. And I was, how's things? And she's, really slow. I need to find people. And I was, what are you doing? And she's like, I'm doing more social media posts. And I'm like, how's that for you?

Leonie Dawson:

No, it's really slow. I'm like, right. Okay. So that's not working, so what you need to do is where you are currently, she was in an industrial estate. I was, why don't you print some flyers? And on the flyers say, hey, hi, new business neighbor. I'm just around the corner doing air cuts, blah, blah, blah. If you want to come and grab, get your hair done in your lunch hours or morning tea, or whenever you've got a break from work, I'm just here.

Leonie Dawson:

And as a business neighbor I'd love to give you 20 bucks off for your first appointment and just hand deliver it to all of the businesses around town, in your area. And she did it, bless her. She actually did the thing, which is always a surprise to me because people always want to know how to do things. And then don't actually do the fucking thing, but she did the fucking thing.

Leonie Dawson:

I said, how's things going? And she said, fully booked within a week, fully booked. So you have to think about where are my people, what is the best way to communicate with them? And I promise you, social media is often like number 100 on that list. And it's not the fastest, easiest, most efficient way to get a hold of people. I was talking to another business owner and she owned a yoga studio.

Leonie Dawson:

And she said one of the most, the biggest things that she did instead of focusing on social media was she would offer for university students, if they just came in 30 minutes earlier or whatever, and then went out with pieces of chalk on the sidewalk and drew arrows to go, yoga this way starts in 20, starts at 12 o'clock or whatever. They'd get the class for free. And she said she would just get so many people just following the arrows.

Tamara Protassow Adams:

Amazing.

Leonie Dawson:

So brilliant, right? And yet we are, oh, we'll just do more social media posts. Is it working for you? Are you actually getting clients out of that? Because otherwise, no, just go fuck itself.

Tamara Protassow Adams:

In. Right. So if you are doing social media, you need those analytics. You need to know what numbers you're starting with. You need to know what you're doing and just kind of get in and out basically.

Leonie Dawson:

You need to be strategic as fuck and really look at what works and what doesn't. Here's the thing, I have hired so many people just from letter box drops because I'm like, oh, okay. I'm never, if I'm looking for

somebody to do some Aqua blasting around my house or whatever, I'm not going to search them on social media, I'm going to Google it. So search and optimization's really important.

Leonie Dawson:

Or if you've dropped a fucking flyer, it's probably on my fridge, so it works old school marketing works and it can work a lot fucking better than social media marketing.

Tamara Protassow Adams:

All right. Cool. Now we have Brittany, who has, did you slowly decrease posting on social media or completely stop cold Turkey?

Leonie Dawson:

So in my course marketing without social media, I go into a lot of detail about this actually, by the way, it does start 1st of March, we're just about to do a live round. So if you go to leoniedawson.com/marketing, you'll find out all about that.

Leonie Dawson:

That is my intensive program on how I quit social media, how you can do the same or reduce your time on it and market in much more powerful ways to grow your business. So having said that, I can't even remember what the question is.

Tamara Protassow Adams:

Did you slowly decrease posting or did you stop cold Turkey?

Leonie Dawson:

Good work. So for me personally, I thought I'd do it as an experiment first. So I thought I'd do it 21 days and see how I felt. And I was panicking. I panicked a lot to do that. And then as soon as I did it, I was, I am so in love. I never want to go back. And then I thought, okay, well with my business, why don't we just take three months off?

Leonie Dawson:

And just go, we're just pausing social media for now. And this is why. And we don't have to delete all our accounts. We said, we're currently off social media. This is the best way to contact us. That was our final posts on social. And that way, if we really needed to, we could go back in and reactivate and just start posting again, but we don't need to because it's now been a year and it's been amazing.

Leonie Dawson:

So for me, we went cold turkey because we felt like we could. I looked at the statistics and we were spending about 80% of our marketing time with doing social media content. And for us, we were getting about 20% of our sales from social media. And so that's a really poor outcome to spend 80% of your time doing something and getting only 20% of your sales. There was a whole bunch of other things that we were doing that were creating much bigger gains for us that took all time.

Leonie Dawson:

So for example, when I do a launch, I have affiliates who are people who've taken a program, love the program, want to share about the program. They get paid every time they referred somebody automatically. So they bring in about 20% of our sales anyway, and that takes maybe 30 minutes a month to do that program. It's all automatic, so that's way better than spending 80% of our time on something that we kind of hated.

Leonie Dawson:

So for me, I went cold Turkey because I knew that 20% was fuck all, but as I teach in my program, one, you need to know the statistics, two, you need to work out what percent of traffic you are comfortable at killing off. Or if you just want to spend some time weaning off it by building on your other marketing methods so that your business doesn't suffer while you build up your other marketing methods. So you can do both. I teach both.

Tamara Protassow Adams:

Awesome. All right. I don't know if you can hear that I've got very noisy birds?

Leonie Dawson:

I can. They're really cute.

Tamara Protassow Adams:

They're having-

Leonie Dawson:

Budgie parrots?

Tamara Protassow Adams:

There's some kind of parrot and they're having a massive argument and a fruit tree just outside my window. So you're welcome. I bring you arguing birds.

Leonie Dawson:

I love that.

Tamara Protassow Adams:

You're very welcome.

Leonie Dawson:

Do they get drunk off the fruit at all?

Tamara Protassow Adams:

If they eat the fallen fruit, that's fermenting, they do. Then they kind of fly wonky and shout lots. So maybe they're drunk. [inaudible 00:24:21] or by drunk birds. Awesome.

Leonie Dawson:

Love it.

Tamara Protassow Adams:

Sarah. Oh, no. Hold on. I've jumped the gun. We're at Nora now, Nora asks, how do you deal with negative feedback and critics in the work field?

Leonie Dawson:

Oh fuck them.

Tamara Protassow Adams:

I could have bet on that response.

Leonie Dawson:

Look, there's very few bits of criticism that I get that are actually anything to do with me or anything that I can fix. There's a lot of the most common feedback I get is, well, not feedback, criticism is you swear, you swear, you swear, you talked about something really inappropriate. You shouldn't talk about politics. Oh, remember that person that told me, I paid you to teach me about business, not to open your mouth about politics because I didn't like Trump.

Tamara Protassow Adams:

I remember.

Leonie Dawson:

And I was, because you pay me money to learn something about business, that actually doesn't mean shit. Doesn't mean shit actually, you actually don't get to choose what I say because if I feel something's very important for me to take a stand against something, if I have to make a stand for democracy, if I need to make a stand against discrimination, or homophobia, or racism or any of the other that's been going on.

Leonie Dawson:

About if I need to make a stand against conspiracy theories, all that kind of stuff I fucking I am because I am a public figure and I have an audience and I believe I have a responsibility to speak against things that are not helpful and support things that are helpful. So I get that that's not everybody else's prerogative and that's fine. I'm just doing things for me.

Leonie Dawson:

So most of the feedback I get is just bullshit, well, I'm just the wrong teacher for you. So there are plenty of other people out there who don't swear or are very careful not to say anything political because they don't want to miss out on any fucking money whatsoever, and you are most welcome to go learn from them because there is plenty of basic bitches out there, bless them, but real vanilla stuff those people can be for you.

Leonie Dawson:

I am never going to change this miraculous autistic, lefty social left leaning, socialist kind of person. I'm not, it's not going to happen, fuck off, do something else. Now there is sometimes I do get feedback where it's oh, I see where I have made a mistake here. I have made mistakes in when I have said things

that were problematic in terms of what I thought was the right thing to say, and it wasn't in terms of any races, work and stuff like that.

Leonie Dawson:

And I'm grateful for that, I'm so thankful and I'll take that feedback on. Even if we get some feedback, oh, I didn't feel like this part of this course was actionable enough. Or I didn't know how to apply it in this situation. Then I can go back in and add into that. But that is less than 1% of the actual criticisms we get. So 99.9% of the time it's fuck up.

Tamara Protassow Adams:

Awesome. Okay. So Sarah had a three part question, but I think you've answered the first two. So the first two bits were, how do you spend your 10 hours a week working? So tick done that one. What steps would you tell a new online business owner to take, to start and grow their business?

Tamara Protassow Adams:

So that's kind of your top three tips where your people are hanging out all of that stuff that we covered a bit earlier. Third bit though, third part of the question is what tasks do you delegate to your assistants? Which we have not covered.

Leonie Dawson:

We have not covered. And I should cover a little bit more in what I actually do at work each week, I guess, as well.

Tamara Protassow Adams:

We would love to hear what you do with your office?

Leonie Dawson:

This, in bed. So if it's 10 hours a week, I think it's usually about one to two hours of interviews or calls. The vast majority of time is spent in content creation. So that's either free content blog posts, podcasts, or an opting in lead magnet, whatever, or paid content as in create a new course. And that depends on whether I'm in course creation mode or no, I'm just in maintenance mode, so I'm just creating free content basically.

Leonie Dawson:

And then of course there's a little bit of admin outside of that, this week I have to meet with my accountants to talk about some shit and I have to sign up forms and pay some bills, but I try and reduce that as much as possible. So there's plenty of things that I could be doing, but I don't because I don't have enough time and I don't have the interest so fuck it.

Leonie Dawson:

And I do also try and make sure that at least one hour of my 10 hours a week is spent in education. So I'm taking a new course or reading a book and highlighting and taking actionable notes. So that's about how my 10 hours gets spread out. My team doesn't really take much managing, which is great. I hired, I've got two part-time assistants together. They work about 20, 25 hours a week together.

Leonie Dawson:

And one does emails, customer service support and Zita who's my online business manager does kind of everything else. But even then, I'm not just going, oh, this could be done or this needs to be done. So I'm going to assign it all to my one of my assistants I'm only doing, is this mission critical? Because otherwise it needs to go fuck itself, right? I have previously had a lot of staff, I had 20, 25 staff team worked for me at that point. She knows what a shit show that was.

Tamara Protassow Adams:

That was busy.

Leonie Dawson:

It was busy.

Tamara Protassow Adams:

Very busy.

Leonie Dawson:

It was hectic because the more people you have, the more management you have to do and the more communication and it just sucks. It really sucks. There's less work that happens much less work. So my people, they just don't really need much from me. They're low maintenance, which is exactly the way I like it.

Leonie Dawson:

They'll text me. We very rarely have team calls. Very rarely. I think we've had maybe one we team call maybe two. I don't know. And then, then Zita and me maybe every six months will have a call, but everything else is just text me if you need something, otherwise work it out yourself.

Tamara Protassow Adams:

So what sort of stuff does Zita take care of if we just so that people know what kind of tasks are going on by somebody else?

Leonie Dawson:

I give her-

Tamara Protassow Adams:

I know you've got Lydia for customer service emails that's one thing sectioned off there.

Leonie Dawson:

I think I go through a comprehensive list of it in workplace and more awesome. I'm just trying to remember that.

Tamara Protassow Adams:

Right.

Leonie Dawson:

So, okay. So she does all the back end of, so if we've got a new live launch, so we've got live round of marketing without social media coming out at the moment. So what she'll do is she'll find all of the sales emails, all of the blog posts that I've already written about this and see if they need to be freshened up and reuse them again for a sales process.

Leonie Dawson:

She will come up with ideas of more things that I could write about create content about sometimes rarely she writes a blog post for me or contributes to a blog post. So I've got a new blog post coming out about quitting social media for a year and what it's like emotionally and with my business and stuff, how much money I made, all that kind of stuff.

Leonie Dawson:

And so I got her to write a few paragraphs on what it was like from her perspective to go through that process. She also will set up all of the tech stuff behind the scenes. So the live round will start on this stage. She'll have emails organized to go out after that, she's keeping the statistics of how many people are coming through.

Leonie Dawson:

So she's tinkering on the Kajabi back end of stuff. What else does she do? Honestly, there's more and I just can't remember it. It's just stuff, just the important stuff and there, but I do say to her, if you ever get busy and you actually can't complete any of these tasks, can you let me know and I'll go through and kill off your tasks list. So she's always making sure that emails are going out and she's Colliding, whatever.

Leonie Dawson:

And so I'll write a blog post and then she'll send it all out as I email and format it and stuff like that. So things that she's like a production assistant in a way in that, even for this call, she was the one who wrote the email saying when I ask Leonie, question, blah, blah, blah, going to be doing podcast episodes.

Leonie Dawson:

And then she collided it all into different topics and stuff like that. And then she was, cool, produce it. And now she'll do the transcription for it, all that kind of stuff. So she's doing production assist stuff.

Tamara Protassow Adams:

Awesome. And she's awesome at what she does. Oh my God.

Leonie Dawson:

She is, well, and my life is very incestuous. So Tam and Zita already know each other. I've never met Zita in person, but she's worked for me for years, but Tam and Zita already met each other and they-

Tamara Protassow Adams:

We have, Zita VA for me for a little while before.

Leonie Dawson:

Oh, that's right.

Tamara Protassow Adams:

I introduced her to you. So there you go, your welcomed.

Leonie Dawson:

I stole her from you. Sorry.

Tamara Protassow Adams:

You're welcome. It's fine.

Leonie Dawson:

But now your assistant is Zita's best friend, right?

Tamara Protassow Adams:

I know, right?

Leonie Dawson:

We have such an incestuous life and that's how we like it.

Tamara Protassow Adams:

It is, I'm extremely happy with this state of affairs you have Zita, I have my VA who lives with Zita. It's all great. It's so good. All right. So a couple questions-

Leonie Dawson:

Best friends hiring best friends, you know what I'm saying?

Tamara Protassow Adams:

I know, right? So good. All right. Focus. Jasmine says, I've literally just left my job to start as a Biz owner, what's your number one tip? What's your advice for someone who loves creating and is scared of marketing? So that's one, two questions, but-

Leonie Dawson:

Sure. So first and foremost, as a business owner, and I want to say this with as much love as I can, is that your job is yes, you're going to be creating. And that's amazing. However, for you to build a business, to take it to the world of you, to earn abundance, you actually are going to have to get good at marketing.

Leonie Dawson:

And you have to have a mindset shift and realize in order for you to get good at marketing, what you need to do is get really good at communicating very clearly with the people who need you, who are, how you can help them, how you can serve them and build up that trust with them, so they can say yes

to working with you. So it's really about having a lot of clarity, and empathy and good communication with the people that you are meant to help.

Leonie Dawson:

That's what marketing really is. And nobody in this world gets to just create and not do anything and not actually have to think about marketing. I get it, marketing can be, it feels sometimes kind of threatening or overwhelming, or just too big to consider. And you need to become friends with that in order to grow an abundant business that will help you, and it will help your target market as well. So I think that having that mindset shift and learning how to grow those marketing muscles is really critical.

Leonie Dawson:

And the thing I say to people as well is if you want to earn more money in your business, you need to take my sales star program so that I can take you through how to get through those mindset shift when it comes to marketing and then actually how to market the absolute fuck out of it in a really clear, and beautiful, and thoughtful way. So people of course will say yes to what you're offering.

Tamara Protassow Adams:

Absolutely. I just that thing in your sales star program, sorry because I have it and it's great. And it's just this example you use all the time. You're like marketing is like, if you've made great brownies and then you hide in your kitchen, just kind of going, got some brownies over here whereas you actually have to kind of go and tell people that you've made brownies for them and how delicious they're going to be. And would they like some, you actually have to offer the brownie.

Leonie Dawson:

Instead of just binge eating in the kitchen, all your brownies by yourself and be, why doesn't anyone want what I'm going to offer?

Tamara Protassow Adams:

Exactly. I quite often tell my brother that because he's got his own business and all that stuff and he's, oh I don't like marketing and I'm like, dude, tell people you've got brownies. He's like, right? Brownies. Sorry. Yes.

Leonie Dawson:

Oh, [inaudible 00:39:08].

Tamara Protassow Adams:

Very cute, indeed.

Leonie Dawson:

So cute. Did I answer the first part of the question or only the second?

Tamara Protassow Adams:

So I've literally left my job to start life as a Biz owner, what's your number one tip?

Leonie Dawson:

Number one tip is fucking get good at marketing. That's what will make or break you.

Tamara Protassow Adams:

Excellent. All right. So sunshine asks, do you think you'd be where you are your business if you hadn't created the following you did on social media? And do you think people can use your marketing without social media course and create the kind of results that could sustain a 1 million plus year per year business? If they've never done social media or not done it to the level you have?

Leonie Dawson:

Okay. So I'm always surprised, but it's understandable for people to feel this way because people feel like social media has built my business and I have been around since before social media was invented.

Tamara Protassow Adams:

I remember because I was around before then too. I don't think that social media was around when you were doing the initial goddess circle business.

Leonie Dawson:

I don't, it might have been, well, that was 2010. So I think things had with launched by that pump, but it wasn't.

Tamara Protassow Adams:

It wasn't a way to build a business. It was just people answering Facebook's ridiculous question of how are you feeling? And so you are thinking of Tamara is blah, blah, blah. All those posts that come up now, however, dozen years later going, and you just look at it and go, oh.

Leonie Dawson:

So embarrassing.

Tamara Protassow Adams:

I answer the question that these website ask me.

Leonie Dawson:

We did it just, it has not aged well, it did not mature like a fine wine.

Tamara Protassow Adams:

It did not, I saw one of mine come up today because I'm still on social media, but I was like that memory's not getting shared because I'm so far from that person. I'm not that person anymore, but oh my gosh, how embarrassing.

Leonie Dawson:

Oh my God look. So here's the thing I had, I think pretty much a six figure business without social media being invented basically. And then social media has, was only ever part of my marketing planned

throughout the years. Parts that I actually, but there's been so many other things that I've been doing to grow my business, so many other things.

Leonie Dawson:

And would I have had a million dollar business without social media, going viral on social media is not how I grew my business. It's absolutely not. I've been growing my business through creating content, mostly blogging. I've been a blogger since 2004. Even before that I have people, I met on message boards in 2001, 2002.

Leonie Dawson:

And they were the first people bought things from me online. They were the ones who started my business and they are still my clients now. I still have so many people who've bought all my courses since then, just from those relationships that I've built, it's about building relationships. It's not about fucking social media. It's about creating content and sharing it with the world in a variety of ways.

Leonie Dawson:

I would say that the vast majority of people who are in my audience didn't find me via social media. I've got the statistics to prove that it was 20% of you maybe. But the vast majority have found me because of blogging, because of word of mouth. Because people are have you heard of this fucking Leonie Dawson because of search engine optimization, people have Googled certain things and they found my website.

Leonie Dawson:

And then creating free stuff to give away people about that affiliates because my affiliates, they love something I've created. They share about it with their audience. Amazing people find out about me from podcasts because they get me on and they hear this magical voice and they're, fuck it. Those are the ways that relationships have been built. That's why it was kind of easy for me to go fuck social because it's just such a poor way for me to develop relationships with people.

Tamara Protassow Adams:

And I'm just thinking that the people who ask this question probably found you on social media. Maybe they're part of that small percentage.

Leonie Dawson:

Of course.

Tamara Protassow Adams:

And so they're and it's hard, I guess when you're on social media, it's such a time suck. And so if you're on there all the time, you're just going to be kind of going, but what if you're not on here? It's just what you see, I guess.

Leonie Dawson:

For sure. So I've got 12 minutes before another call.

Tamara Protassow Adams:

Yes. I have one last question.

Leonie Dawson:

[crosstalk 00:44:40] we are so good at this?

Tamara Protassow Adams:

So I'll ask you this one and then you can go. So last question is from Rachel, what are your best tips for building a community of raving fans?

Leonie Dawson:

Treat them like friends, honestly treat them like you know them in real life. And that doesn't mean that you'll let them walk all over you or abuse you because I actually don't let my friends abuse me in real life.

Tamara Protassow Adams:

No, I was going to say that doesn't sound like friends.

Leonie Dawson:

It's not a friendship equation, friends are respectful, and kind, and thoughtful and generous with each other. And it's a two sided equation. So when I sit down to write a blog or an email, I'm like, Ooh, get to write to my pen pals. If that's what it feels like because I've been writing to people now for, it's nearly 20 years since I started on message boards and stuff.

Leonie Dawson:

And there's still people from those days, and my accountant says Leonie, usually with customer relationship, so the life cycle of a customer, we count in months, but for your business, it's much more years or even decades. So people are usually like Leonie, I have been following you since, before you had your first kid, which is over 12 years ago.

Leonie Dawson:

Or when you released the first goals work book, which was 2010. Or I remember when you did this and it's a fuck ton of time ago. And so I love that people are getting so much value out of being in my circle that they just stick around. I like to give a lot of free stuff away.

Leonie Dawson:

I definitely like to sell, I sell, but when I sell, I make sure I over deliver. So what people get is amazing value and hugely helpful for them. So it feels like a really beautiful relationship and one that just, I continue just to foster and tend to, and I get a huge amount of joy out of it. Oh. And do you mind if I tell them how we met?

Tamara Protassow Adams:

No, I do not mind at all.

Leonie Dawson:

Awesome. So I met Tam because I treat my audience like friends, and I met Tam because Tam read my blog and she would email occasionally and say, oh, hey, I'm visiting your area, I would love to meet you. And did you want to go out, if you've got any events on or if you want to go out for lunch or whatever, and she always super respectful, and generous, and lovely about it.

Leonie Dawson:

And then one year the stars aligned and I was like this person's going to be all, here from all that way. So I organized a meetup of people who read my work and it was just such a lovely lunch. And then Tam came up and sat across me and I just thought, oh cool, all right we're friends. And Tam's like, great. I've been waiting for you to recognize that situation. And I passed my three month old baby to Tam, and Tam rocked her asleep, baby Beth.

Leonie Dawson:

And we've been great mates ever since. And then I got, I hired her to do some stuff in my business and she actually edited the goals workbooks for ages. And we've been in, worked together in a few different business, areas of business. And we never really, we've never argued. We've always just very shared values or perspectives. I think so it's just continued to grow and bloom.

Tamara Protassow Adams:

Yes. And I always loved getting the responses in the very beginning from who I, someone now I know was your fictional VA to start with and going, oh no, I'm so sorry. Leonie's awfully busy again. And I was like, oh, okay, cool. That's fine. I just thought I'd be brave and ask.

Leonie Dawson:

You did. And you were brave and it paid off your persistence paid off.

Tamara Protassow Adams:

Right. So that's the end of the questions for today.

Leonie Dawson:

Oh, Tamara.

Tamara Protassow Adams:

That's the end of questions for today. I've got to another heading that says for later episodes, so I'd better stop asking questions.

Leonie Dawson:

Zita's so good at organizing.

Tamara Protassow Adams:

Amazing.

Leonie Dawson:

And that's the thing where I reckon about having a business where I share myself with the world, without pretending so that when I meet people, I think it's such a great way to make friends with people, honestly because if somebody has read my blog, I'm like, I know who you are and I know what you are down with, so this is great. You are my kind of person.

Tamara Protassow Adams:

A hundred percent. Absolutely.

Leonie Dawson:

I have even when we've, I've thought about moving or whatever, I actually do look up how many customers live in that area because I figure, I'll be able to make friends there.

Tamara Protassow Adams:

Oh, that's such good demographic info to have.

Leonie Dawson:

People who thinks Leonie's a bonds of chick. I'm in, I've got an in.

Tamara Protassow Adams:

Oh, I love that.

Leonie Dawson:

If I'm ever lonely, I'll just host a reader, get together or whatever. I'm not lonely at the moment. I probably don't need anymore position like friendship positions filled pretty busy.

Tamara Protassow Adams:

Friendship position. No openings right now?

Leonie Dawson:

But it could. I'm open to it. It's just no big need. Tam's filling up most of my messages.

Tamara Protassow Adams:

Sorry, everyone. Sorry.

Leonie Dawson:

That's fine. That's exactly. It's how, exactly how it needs to be. We call each other though, we say that we've got each other in our pocket, so we'll send each other voicemails of like, and then this happened.

Tamara Protassow Adams:

I just had to tell you this one thing.

Leonie Dawson:

I know.

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Tamara Protassow Adams:

It's not urgent. You can stop listening now if you've got things to do, it's okay. It's not urgent.

Leonie Dawson:

In the number of times I've caught you sobbing on voicemail and it'll be OK, but oh my God, so.

Tamara Protassow Adams:

Oh, amazing. Yes.

Leonie Dawson:

I know. Life continues a [inaudible 00:52:00].

Tamara Protassow Adams:

Life. I hope people have someone to do life with like this.

Leonie Dawson:

Yes.

Tamara Protassow Adams:

I hope everybody has someone.

Leonie Dawson:

What a relief. And I've gone through periods where I didn't have somebody.

Tamara Protassow Adams:

Oh. Likewise, it was shit.

Leonie Dawson:

I know what did we do? What do we do?

Tamara Protassow Adams:

I don't know.

Leonie Dawson:

How are we supposed to manage this situation?

Tamara Protassow Adams:

Tried to cope. I'm trying to cope by ourselves.

Leonie Dawson:

I know. We are both happily married and stuff, but that's we need-

Tamara Protassow Adams:

Totally.

Leonie Dawson:

You need somebody else just to get you through.

Tamara Protassow Adams:

I think that happens as you get older as well. You're like, this needs more support.

Leonie Dawson:

A bit of a life partner just platonic life partner in your pocket. Who can and just go, yeah mate. That's yup, oh, I feel you. I'm here for you. Oh, that shit.

Tamara Protassow Adams:

Well, you'll be right. You'll get through. You'll be okay.

Leonie Dawson:

We'll do this. Oh, did you check your mail recently?

Tamara Protassow Adams:

No, notifications. I've been bothering my post.

Leonie Dawson:

That's all right. I'm excited. I just sent something. I just sent some stuff to Tam in the mail. And now one of my love languages is gifts. And so I really like giving gifts. I'm, don't care whether I get any, but I like giving them. So that's how I get my joy. It's like, did you get anything in the mail, Tam.

Tamara Protassow Adams:

And I'm like because I have a general store instead of a post office because I'm sort of an hour out of a major city. And so I'm down there going, is there anything for me? And they're like, oh, is this envelop? I'm like bill that one. Oh are you waiting for something? I'm apparently.

Leonie Dawson:

Apparently.

Tamara Protassow Adams:

Apparently.

Leonie Dawson:

It's coming. Right. Thank you love.

Tamara Protassow Adams:

Now I know you have a call.

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Leonie Dawson:

I do have to talk about something else, but thank you so much for joining me on this call. Tam, I should remember this is a podcast. So we do need to finish some point. Thanks everyone for listening. And I hope this is being useful.

Leonie Dawson:

If you've got questions, email support@leoniedawson.com. Marketing Without Social Media starts on March one, or if you need any of my other courses, including Work Less, Earn More or Sales Star, go to leoniedawson.com/shop, fucking nailed it.