

Episode 12. How Jessica Fearnley DOUBLED Her Revenue in 6 Months

Intro:

JACLYN: Welcome to Go-to-Gal Episode #12. I have a question for you: when was the last time you raised your rates or offered a new program? Or even shifted your ideal client or your business model? Now, think about that time. Was it super easy? Did your revenue completely double overnight and all of your clients said yes? Was it really easy to find that new target market? Or was it a bit of a struggle? As much as I want these things to be super easy and seamless, a lot of times they're a bit of a struggle. There's the mindset that we have to overcome to actually make those decisions and implement them and stick with them. And then there's also the strategy and figuring that out and navigating those waters and getting it to work. A lot of times, these big decisions that have a big impact don't happen overnight, or the results don't happen overnight. So a lot of the guests that we're bringing on the podcasts are people who have had incredible success. Just on Monday we had Selena Soo. And I love how she took us behind the scenes and really showed how she was able to grow her own brand and how you can use some of the same strategies to build your own brand. If you haven't listened, definitely go listen to that. But I also want to bring people on that I think are honestly going to inspire you that aren't at that level. Because sometimes you're inspired by people that have seven figure businesses. But if you are not there yet, it can feel really far off. It's almost like when you're first starting out, like you haven't launched a business yet; people that are having a business and making money that feel so far off. Sometimes if you were just at that point where you're not yet making six figures or maybe you are making six figures but not multiple six figures yet; learning from people that are making seven to eight figures a year can feel like oh, that's nice for them. That's not how it is for me. So I wanna be bringing on people and sharing success stories with you from my own clients but really to show you that these are people that are making it happen. Maybe they're not quite there yet but they have come so far and they're willing to share the behind-the-scenes of how that happened. And their success is so worth celebrating and dare I say slightly more relatable for you. We shouldn't try to go from where we are now to let's 10x that or 20x that. Whatever it is. We should be taking those steps and celebrating those steps along the way. I got such great feedback on having Nicole Saunders on last month in February. If you haven't listened to her episode, you must go listen. This month, we are sharing to Jessica Fearnley. She is amazing. We have been working together in a bunch of different ways since the fall of 2018, not too long ago. And she has had tremendous success, not just in her business but in her mindset. And just over and she goes there. I love this conversation and I know you're going

to, too. She's really about how growing her own up until we started working together in the fall through a program called Best Month Ever that we might talk about. We're gonna come back to that. So she told us all about that and all the success and struggle and all of that and really how her business is grown in the next six months. And it has not been linear. And there's been a lot of ups and downs. I just can't wait for you to dive in. I know you're gonna be so inspired by her success and everything she's doing. And the cool thing about this is not that we bring people on who have had tremendous success. It's not their end of their story. Obviously we're all still growing and evolving and still in our middle in so many ways. But I just can't even imagine in another six months or twelve months how much further Jessica is going to be just based on this growth she's had in the last six months. It's really incredible. I think that's gonna open up your minds to what can happen for you and your purposefulness in just a short amount of time, too.

So before I bring Jessica on, we are gonna talk in this conversation about the Best Month Ever. I know you're gonna ask, and this is coming up. And we're not totally promoting it yet, but you know you want the podcast, and I do what I want. So if you go to jaclynmellone.com/bme for Best Month Ever, that's gonna take you to sign up for Best Month Ever. We are going to run it live again at the end of March. So excited. We have not run it since September and we probably won't run it again until the fall. But we've had so much demand for it when we ran it in the fall. It was a tremendous success. I think about half of the people who took the program actually had their best month ever, which is amazing in that month. This is a two-week course of \$97. It is strategy, it is mindset, and it is a two-week experience that is gonna kick your booty into shape to literally have April be your Best Month Ever. I would love to have you join us. So definitely go to jaclynmellone.com/bme. We're gonna start it at the end of the month. I don't want you to forget. So go there now and I'll try to remind you at the end of the episode, too. Without further ado, let's bring on Jessica. She is incredible. Can't wait.

Version 2: Jessica Fearnley is a business coach. She specializes in working with female entrepreneurs who serve corporate clients. She can navigate the two worlds. They seem to be in both the entrepreneurial world as well as this corporate world. And helping to design their consultant business to grow to seven figures. This is her specialty - getting their businesses like a well-oiled machine so they are ready and able to scale. A lot of our clients have experienced burnout before and it's really preventing them from growing. So she helps to integrate that work-life balance, but also the systems and the processes and the team in place behind the scenes to get their business able to scale to seven

figures. She is incredible and I cannot wait for you to hear her story. Alright, without further ado, here we go.

JESSICA: So here I was in this Mastermind program that I've been running for two years and that I really loved and didn't want to let go of. So I was holding on to it and being like oh I love my Mastermind; how can it be not the right thing? And I think the sense of it's time to take the next step. It's time to do something for my clients so they're not sitting in the same program for all this time because they were still getting really good results. And I think that was the thing that made it hard because one of two of them is having really big breakthroughs. And I was like I don't think I'm really finished working with you but I think that we've all outgrown this program.

JACLYN: Yeah. And sometimes it's hard to come to that realization especially about your own program.

JESSICA: Yes. You start it off and it's so small and you've grown with it. And you've just seen it grow from strength to strength and you're like "I love this". I love this so much. And I think the signs were all there. We were all ready for something bigger and something new.

JACLYN: Totally. So we met in September of 2018 when you joined Best Month Ever. It was the first time that we really met. So one, how did you even find Best Month ever? And why did you join?

JESSICA: I think it was probably the most random thing ever because somehow I think we've been in a big Facebook group together and we were Facebook friends, I think. And so every now and again, I think I would probably see your updates on my newsfeed on Facebook. And I remember seeing something and it's a clip that you shared of you going on TV. And you said on the post that you should do all these things before you feel ready. And I was like wow, Jaclyn's cool. I can't believe she went on TV. That's amazing! And it just really stuck in my mind. So I was definitely too scared to do that. And I think I've gone from seeing your updates and not knowing much about you and not really knowing much about your programs or anything like that. But then, literally by Facebook coincidence, if that's a thing, I saw you start talking about this thing called Best Month Ever, and I was in a point where I was just like "I need to have my best month ever". And I think I was starting to realize that I was not really kind of over the stuff that happened in 2016, with my income just disappearing and not really knowing what my next steps are going to be. And I think I've been in a place where I've been for quite a long time. It's like I don't really want anyone's input into my business. I just wanna get my head down and I wanna put the things in place that I

know are the right thing to do. But I think I was coming to the end of that where I've done this list for my business and I was realizing that my mindset issues were bigger than I had realized and that they were really starting to bite. I've not been as stressed as I was in August of 2018 very often. And I was just really stressed about everything. I thought about my business. I wanted to cry. I got cold sores, which was like I had five at one time. I've never been stressed like that about my business ever. And so I've kind of emotionally and physically... the stress that I was feeling when I started to the surface, I thought I need someone who can help me deal with these mindset things because they're gonna run me off the road at this point. Because you know when you feel like that, you just drop your business. You wanna run a hundred miles away and just be like oh, just give up everything. Someone said to me at some point last year, "Have you ever felt like you wanted to give up your business?" I was like omigosh, I think about that three times a year. It's part of the process. But I really did feel like continuing this business – is it worth this pain and stress to me, personally. Should I just give up and go hide in a hole somewhere, because that's what I honestly feel like doing. So I think when I read your post in the Best Month Ever, it's like what's the worst that could happen? Like seriously, this lady is cool. And I would really like to kind of learn how she has gotten herself to a point where she's just really confident to go in TV. I watched the clip of you on TV and the stuff you said was awesome. I was like you just know your stuff. I think I was ready to listen in a way that there's a lot of people out there. There are a lot of coaches. There are a lot of voices on Facebook shouting for attention. And a lot of those in my experience don't really deserve to be heard. I think the things that I saw really made me feel like oh, I'd really like to hear what Jaclyn thinks about my situation. And so really it was a Facebook coincidence. Like the perfect thing and the perfect time.

JACLYN:

I love that. And I'm sure Facebook would say that is not a coincidence. They recorded that algorithm. Oh the Facebook conspiracy theory. But I find that so fascinating. And just a little tidbit is interesting for those of us that are getting out there and having visibility opportunities. That first TV interview that I did was for a local station in the Washington DC area. It was not at all about business. It was nothing about business. I was able to take things that I do in business and kind of apply them to life. But it was really tips for malls for back to school. However, when you're doing something that's a little bit different, and I won't even go as far to say as walking the walk. If I'm going to tell people do things before they're ready, I sure as hell better be doing things I feel ready for and taking that first leap. And that's something that always makes me feel like I'm coming from a place of integrity. And I think that that stands out. So it's just funny because sometimes when we're too methodical or intentional about – okay is this opportunity... or does me going on some local station

in DC gonna help me get clients, talking about mom stuff. No! I didn't think that at all. But by sharing it with my audience , it just differentiates. It stands out and just opens up a whole new perspective and really just brings to life a lot of what we're talking about. I just think it's so funny that that caught your eye.

JESSICA: Yeah and what's funny about it is that you weren't like hey look at me, I'm so awesome I'm on TV. You kind of said you weren't sure if it's the right thing to wear. You said something that conveyed a certain vulnerability that I was like this is so amazing. In the same post you've made me think wow, you've been on TV. But I said oh wow, you're like a real person. You feel things that the rest of us are feeling as well.

JACLYN: Omigosh! My dress shrunk. Quick story. I show up on set and first of all I think I'm on some local station in DC. I didn't realize Macy Gray was going to be there. So immediately I'm like oh my god, Macy Gray is here. And Macy had a whole wardrobe malfunction where her shampoo exploded in her bag. She only had a hoodie. And I'm sitting there and I'm like oh my god , I packed this red dress. I was gonna wear this red dress. Well, I had worn the red dress for the first time a week before. I washed it, packed it; and when I took it out of my suitcase to get ready for TV that day, it was super short. I'm like I can't go. So I had to wear the dress that I traveled in the whole day before. Like the dirty dress from the day before. I ironed it and that was the dress I wore.

JESSICA: Yeah, I just love that story so much because that is like the worst nightmare, isn't it? What if I get there and I'm like my dress is too short. And just the fact that you're able to do it anyway, it was great. **And I was rooting for you, even at that stage and not even knowing who you were beyond the name. And I was like "this lady is cool".** I really loved that you did that.

JACLYN: Oh so funny. Well, thank you for sharing that. Okay, so you joined Best Month Ever. And then what happened?

JESSICA: I think it was just the perfect content for me at that point in time because a lot of the exercises that we did, it was all about kind of detach yourself from one outcome. Because at the time I was like my outcome has to be, and I was just freaking out a lot about what that would look like because I was so wedded to this one program that I had. And I think it just really helped me sort of broaden the way I was thinking about it and say actually, this might be the thing that you do. Or there are lots of other things you could do instead. And the mantra that we had, "this was something better". I loved that so much. And I think it just really started to open my eyes about the fact that I was really fixed on this one

outcome. And actually, there were just so many possibilities. And I didn't have to be really stuck in a box about women entrepreneurs. We can so often do anything and yet why do we always put ourselves in a corner and be like you have to do that and make lots of rooms for ourselves. So I think it just really helped me to take a breathe and be like this is actually a great opportunity. I would say that to people and some people they become annoyed if you point out some of the challenges and also the opportunities. Because it's very easy to say but it really is true that if you can think about something in a different way, you can see all kinds of connections that you just wouldn't have even noticed if you weren't consciously working on your mindset. And putting in that investment to really train yourself not to go small and run away and hide. Which is what I really felt like I wanted to do at times.

JACLYN: Yes. Now if I remember correctly, we had you raise your rates back in Best Month Ever. I remember you doubled that. That must've been terrifying.

JESSICA: Yeah, I really do think that's one of the most stressful things I've ever done in my business. And it wasn't even the first time that I've put my prices up during my first year of business. And this says something about where I was when I first started in 2015. I had to times them by ten, twice. Because **I wasn't able to and it was such a hard thing for me to do: quantifying what I did in money**. So I had already had quite a big journey. And you know when you go through mindset stuff, you're like "I'm at the other side now. I learned my lesson. I'm not doing that again. I'm actually quite developed". And then you realize when you hit the next thing, you're like oh yeah, we're not done with this. So that was a major learning point.

JACLYN: New level. New level. Yes, it keeps going up. Now, did you have your best month ever during Best Month Ever?

JESSICA: I did have my best month ever.

JACLYN: It's okay if you didn't, but I think I remember you having your best month ever then.

JESSICA: I had the best month that I've had ever. And it was just so much more than I've done previously at that point. I had a nice, safe, consistent income. Because I said to myself I don't want to have this, being a bust. I want everything to be rally stable. And if that means starting small and taking the next step each time, you get to a point where you just have to take the leap. And it's a big thing.

JACLYN: It is, it is. Okay, **so you have your best month ever in September, maybe October, depending on timing there. And then you joined the Go-to-Cal club. And you had a lot of offers going on. So now it was like pretty diverse income streams happening this fall.**

JESSICA: Yes and it's really me going to the other end of the spectrum because I've always been tied to this one program. And I don't wanna end up in that situation again where if the program goes away, then suddenly my income goes away completely. **So the best thing to do is just have lots of things that cater for people at different stages. Even if it's a pathway that can take someone from being at a point where their brand needs their business. But if they're my kind of person, I can keep sort of providing them with a pathway that can be right for them at that stage.**

JACLYN: And so how is it going having all these offers?

JESSICA: Overwhelming. As anything is, when you've got a ton of plates in the air, you're just trying to really keep on track of everything. And just switching from one thing to the next thing and having a lot more stuff in my schedule. And having a lot of people helping me behind the scenes of my business. Because I didn't have a team at all until February of 2018. Because I didn't need one – I could do everything. And I was holding on to almost everything until September last year.

JACLYN: Okay, let's talk about this. Because you did have a lot on your plate in the fall. **You're making more money than you've ever made. But you also have more offers than you've ever had.** One of them being a membership, which we all know how time-intensive memberships can be. And then multiple levels of one-on-one and group support. And then you also are trying to grow this team behind the scenes. And your podcast.

JESSICA: I have a lot of help to keep me out of trouble.

JACLYN: Okay, so any growing pains there? Because you have such a massively amazing success story. We're making it sure we're keeping it real here, too, of like okay there are sometimes growing pains. You're having these great months but what else was going on?

JESSICA: Yeah, I think that that's something that's really important to me. Because whenever things are going pretty well. And I don't know if you find this, too, Jaclyn, when you find help in your business especially when in online entrepreneur business and just everyday real-life people. They get so excited and they're like oh wow. Even today, and it's evening right now in the UK, we had friends around for this evening. And we all have

to sort of finish having dinner early so their kids can go to bed. But they haven't seen me in a couple of years and they're saying oh what do you do? And I was like oh, I have a business. I have a podcast. I have a membership. And they were like tell us about this business. And they were really quite excited about it. And they're like it just sounds quite amazing. Well, it does but it never quite feels like that when you're going through it at that time. Because when you get to a point where the gambles have paid off and you're like this big step you take. That feels amazing, doesn't it? It doesn't feel like that at that time to take that leap. It feels completely terrifying. What's gonna happen? So for context, in my sort of real life in 2018, my children both attended the same nursery. And I had three days child care for one and two days child care for the baby. But on nursery we had to close a month's notice. So I went from having all this childcare and all this help to having both children at home all the time for seven weeks over the summer. And I didn't have a team at that point beyond really basic support. So I was recording podcast during the day and editing the podcast in the evening. Sometimes I was recording in the evening. And I just remember in August, having a really good interview with a friend and his business friends who I really love. I was so tired. I just couldn't get any words out because my brain was just completely fried. And I really struggled to just sort of remember what we were supposed to be doing the interview about. And I did have to edit it quite, because I was doing my own editing as well at that point. I had to edit it quite a lot because I'd lost my train of thought so many times in the sentence. So I feel like even at that point, I was really starting to feel the weight of kind of oh gosh, I'm being a full-time mum. I know there are people who don't put their kids in child care and still do their business all the time. I'm 100% not able to do that. I find that with my kids, I wanna give them everything. And then there's no brain left at the end of the day. When they go to bed, I just need to lie down just for a few minutes to just get my head back. So then kind of getting a full working day until evening, it wasn't feeling good. And I didn't really manage to shift that tiredness I think. And also being overworked. That would be the best month of my business. It was exciting. I had this brand new program. We doubled the prices so it was paying really well. I had these amazing women coming in and I was so excited to be working with. At the same time, I really overbooked my schedule because I wasn't used to having a membership and a podcast and a high-level program. In 2017, I worked six hours a month every month after the birth of my son. So I was just like this is actually not sustainable for the long term. And I'm not enjoying this because I love the work that I'm doing but it needs to actually be four people to deliver the amount of work that I'm trying to do. And look after my kids and kind of be a human being that my husband can talk to and not be completely in a zombie state at the end of the day.

JACLYN: **All of those things, and you still want to be able to make more money! You didn't want to necessarily have your revenue capped at that level either.** At that point, it was almost like well, how can I make more money under all of these circumstances?

JESSICA: **The big thing as well is that once I had doubled my prices, I realized that I was still undercharging. That mindset thing, it happened again almost immediately.** It's like I feel like I've gone up a level. When I went up a level, I realized that I was really not at the level that I thought I was at, if that made sense. I was just like to me, when I pitched this program to people, they signed up really easily. It was a major bargain for them. To me that was the hardest thing that I've done. I can charge them so much, it's too much. But it wasn't enough. It didn't reflect what I was wanting to offer, which is something that my clients often do to help them not to do. It was like how am I doing this in my own business? My goodness.

JACLYN: But that happens so often. We can't always use our own superpowers on ourselves. And a lot of times it's easier to see those blind spots. Literally they're blind spots, we can't see them. Before we move on though, I have to ask. One of the things you said reminded me so much of the comparison. Back in your rock star days, you were in a band. And you talking to other couples reminded me so much about it. Sometimes we were in a bubble, we're like everyone has a podcast. Everyone has a membership. Everyone has clients. Maybe that doesn't feel special or exciting in our world because everybody has them. But as soon as you get outside of it, you're like what? But I will say it's not always the case. The way that you talk about your business is what makes it exciting. How people present it. A lot of times, people say no one's supportive because they're talking about their business. They're downplaying it. They're not excited about it or they're embarrassed about it.

JESSICA: People can't see the problems. It's easy to say oh, this is going on in my team. And this is really annoying. And I just don't know what to do about this. Do you say that to people?

JACLYN: I work from home. Or they think people won't understand. They don't realize that they end up downplaying it. It drains your energy. If you're insecure about it. If you're not excited about it. If you're downplaying it, they're going to do those things, too. But if you're confident and excited, people usually reflect that attitude.

JESSICA: Absolutely.

JACLYN: Okay. So let's talk about this. Because one thing we haven't talked about is what you were doing before you started this business. And I think this ties in so well with where you are now with your business and the work that we're doing together now that we're working one-on-one together. **And really diving deep into what is next for you. And you realizing that okay even though I've uplevelled, I realized that I didn't really uplevel enough.** And I think so much of this goes back to the fact that you have a lot of experience. I didn't even know about it. If I didn't even know about it, your clients probably didn't know about it. The world didn't know about it. and it wasn't factored into the work that you're doing. And it wasn't really factored into the clients you were serving, either. So let's talk about that. Take us back to what you were doing before.

JESSICA: So in my rock star days, I was working at a job. And it started off with something that's just a basic job. I had a really great boss and she saw a lot of potential in me at that time. I was 18-19. And I had come straight out of school. But I was bright and I was enthusiastic. I was willing to sort of develop and do things. And so she worked really hard and build the role into the skills that she saw that I had. So by the time I went into a university, I wasn't just being another person anymore. I was project manager. So I studied history and I did a bachelor's degree three years. And I stayed on for a fourth year to do a Masters in gender history, which I just totally loved. And I had this idle time. Maybe I should stay and do PhD. I really loved to do that. But I also felt like I wanted to get out there. I wanted to do a bit more real work and not just apply for funding all the time because it was just a joyless existence. And so I went into a project management team setup. I got a job at London. It was a really lovely environment. I was working right at the bank of the Tens; I'm guessing even the Americans have heard of the River Tens. But we worked on the 18th floor and we had this amazing view at the hole of London, the London eye. We could see everything, it was amazing. When I was doing that job, we were working a contract. So this was around 2008-2009. We were working a contract for the government which was worth about £30 Million. And so we found out that that contract will be going away. And so suddenly the thing we had to do is monetize a lot of what we were doing as subsidized services and turn them into services that people pay for. So I was in there, sort of a house consultancy team for that company. And so it was about going around in all of those business units in the company and making them earn their way instead of just creaming off all the subsidies that we had. And the grant that we worked from. And that was the first thing that made me think it's really kinda fun. Helping people create something from nothing. That's something which felt really rewarding to me. And so when I didn't do that anymore, I went to a couple of different jobs where I write and it was just a complete chaotic mess. And there weren't any systems. And it

was really interesting. It was the same pattern of the company operated from within one business head. And nothing's documented. What would you say to them if something happens to that person, they leave? What are we going to do? We're not going to be able to do anything. So starting to really help those offices to grow so that when they were in that situation where this one person had all of the power and didn't have to share it. **You get to a point where the company is being held back because you can't grow beyond the capacity that it has and it's too dependent on just one person and their time and their expertise.** So it's always been how we can expand so we can really grow and move forward. And what I did directly before my first son was born in 2014 was being the business managers – so the number 2 in the business. He was helping to grow his consultancy firms from a low six-figure turnover to a seven-figure turnover. And it was really a case of it was exactly that. Going over this and operating on 100% capacity. And there really isn't any opportunity to be able to do anything more than what you're doing because it will just implode. So really looking at how to add to that business. How to get the turnover from where it was because we always had a really good profit margin, actually. But how to get the turnover from the low six figures to seven figures. Because it's not just the case of how to do the same thing again. Because you can't do that indefinitely. You always hit some kind of ceiling and you need additional income streams. So it was plain strategic role on how are we going to do this. But also implementing that and it was ridiculous at that company now. We were quite gung-ho about everything. We managed to go about two or three years in the business without doing any marketing at all. But I was in a meeting one day and the rest of the team just kinda said "Marketing, that sounds like a really good thing to do. Jessica, can you find out what it is and do some of it?" [laughter] And everything was like that in that company. I was the person who was implementing on the ground. And we managed to, and it took me some time to get into do things in my own business as an entrepreneur. Because in that company we sent one email to a thousand people. At a point when we decided we wanted to do marketing. One email. And we got a 17% response rate saying yeah we want to work with you. And straight away you can see what the problem is in that scenario. We were not resourced to deal with that many new leads that came in. I think for a lot of entrepreneurs out there who would love to have that problem but it really is a problem. If you will not properly set out at that point in order to really know how to handle that kind of influx in your contracts. You have to choose the contracts you should take. How to know who to hire if you can't find people to do the job? These are the things that sound like really indulgent problems. But if you don't handle them properly...

JACLYN: But they're real problems. Yeah!

JESSICA: Part of what I did for that company was really just clear things out of the way. So you can really grow. And make sure that we have the resources that we need at every stage to make that sustainable. So it wasn't that or bust.

JACLYN: So incredible. I've loved getting to know more about your background and the depth of your knowledge that you're bringing to the table. So let's talk about where your business is now and maybe some of the changes that are coming up based on recent conversations we had that are really bringing it more front and center. Because not everyone has this level of expertise. And a lot of times, I see this happen a lot where **we tend to choose the wrong ideal clients. These are probably the people that we are called to help the most. Or most comfortable helping. Or maybe they're just people that were just most attracted to our message and we didn't really know why or question it because clients are clients. But even though you're at a really established place in business, we're revisiting that. And I think that's a really good conversation to have of like okay, who should your ideal client be?** We don't really have to go exactly who the real ideal clients should be...

JESSICA: **It's daunting to face all these thing because you feel like your business is built with all these bricks in a wall. And if you start taking bricks out... it's the kind of thing that I'm really glad to be doing with you Jaclyn. I wouldn't want to do that lightly with someone who didn't actually have the expertise to really advise and help in that kind of thing.**

JACLYN: Yes, well I'll be helping you there. But I'm excited for this new direction for you. And it's not like you're completely rebranding or anything like that. But I think we realized and looking at the clients that are your biggest success stories. And your background, you can really help people that are further along in business and that are looking to do big things like this. And really pull your experience into that and use that to differentiate yourself from other online business coaches that are doing this right now. Because I'm sure when I say online businesses, there are a lot of people that are rolling their eyes. Because there are a lot of people that are business coaches that don't have businesses or never had a business or don't have real business experience like you have. So I think when you're able to bring that more in front and center with the work that you're doing. So people know more about it before they start working with you.

JESSICA: It's something that I've really struggled with. As soon as you start calling yourself a business coach, I had a lot of resistance, too, actually. Ultimately that's what I do, yeah. And it's what I am. So I just have to call

myself by the thing that people can identify me by. But I think as soon as you say that, people are like oh, business coaches. They don't know anything. They know one way of doing things and they just want you to do it. And I think the challenge for me is learning to communicate that in a way that people understand that it's not just about me repeating something that someone told me. I haven't managed to do successfully in my own business. It's about taking my whole career of experience. And my actual hands-on experience in a really, really amazing consultancy startup. Before I even really started doing any coaching at all. **So it's not about just oh I know how to do one thing. It's like we'll actually have seen lots of different approaches in different context. I'm a lot more comfortable with that variation than I think some coaches are.** They can tell you what they did, but maybe not much around the edges of that.

JACLYN: Exactly. I couldn't agree more there. So with your business structure now, how has that changed? Or will that be changing from the fall where you felt like you were really spread thin and pulled in a bunch of different directions.

JESSICA: Well one of the things that I'm really pleased about is that I've been running a higher level program for the last six months now since coming up, finishing in about a month and a half. But when I set that last autumn, it was like if this program finishes and I don't do anything, then my income could go down to only zero. And that was like a really scary thought. I've had a lot of comfort from almost recycling clients. And the Mastermind is still ongoing. But I think that is not the case now. And I can have one program that closes without really there being a huge impact in my business as a whole. It's not the same kind of omigosh, is everything going to go away. It's not like that at all. So I really feel that different kind of security. But it's also looking at what I do and understanding it more and just thinking this isn't something that I should sell really cheaply. And we had that moment together. We were looking at spreadsheets for my business. And you were like hey, if you made your prices at this level, can you see what happens to the bottom line? And my mouth was just wide open because I was like ah yes I can. Oh my goodness!

JACLYN: No, it's scary. It's exciting. And I'm really excited for the changes that you're making and the growth you've had. So now, since September, what have you grown your revenue by? Double or more than double?

JESSICA: It's three times since September, which I almost didn't realize because when I did the max on it a few weeks ago. And I was like omigosh, that's really good, isn't it? That's amazing.

JACLYN: Right? That's like five months! That's amazing. Okay, so I know you've taken us step by step through this. But what do you think are the couple of things that really helped you grow by 2.5x times in such a short period of time? Because a lot of people are what? Like how is that possible? That's crazy! So just a couple of takeaways just to pull out some...

JESSICA: **I think one of the big things is that it's so easy when you're thinking about changing your prices. You just have this narrative in your head of people who would pay that. And whatever number you come up with, you're just saying people wouldn't pay that; it's ridiculous that I asked anyone for that kind of money for the work that I do. Instead of just assuming that people wouldn't pay that, look at what you actually do and look at the difference that it really makes. And just start to think I should be charging in line with that. It's not just about asking clients to pay a certain amount of money. It's also showing them that I value my own time and expertise. And so I expect a lot from them. So I want them to match my commitment. And they need to invest to get to that point where they know they're ready to work with me because if they're not ready, then that's just going to be frustrating for both of us. So they need to be in the right place. I think it's balancing those two perspectives. It's your perspective but it's also theirs.**

JACLYN: Totally. That's such a good takeaway. And sometimes it's hard to see that for ourselves. It's hard to look in the mirror, look at our own spreadsheet and see that for ourselves.

JESSICA: Yes because you feel small and vulnerable. It can just be quite a hard thing to go through. But I think **always find someone who does what you do but charges way more for it**. That has helped me such a lot when I've been going through this phases and just thinking I think I do need to put my prices up again because it can just be a red flag to people that I actually don't take myself very seriously because I'm not confident enough to charge what I should be charging. And I had several people last year say "Is that all it costs to work with you? It seems really affordable. That's great but are you sure?" And I think if that happens you know you're not quite in alignment there.

JACLYN: That's true. That's pretty good. That's a thing to look for, that tip. Okay, I wanna ask you this because I'm sure someone is listening and thinking this. But what made you go from joining a \$97/month course; and then you joined the Go-to-Gal club. And then why make the leap to go one-on-one? I'm actually afraid to ask this [laughter] but keep it real!

JESSICA: The story behind this is that I booked in for a strategy call with you Jaclyn because I think offered it to the Go-to-Gal community. Again you can't

blame Facebook for this. It's sort of an accidental coincidence brilliance thing. But I managed to get one in your website. It offered me a questionnaire. And I thought I was filling in questions for the strategy call, but it was really on stuff to work with you. And you remember this.

JACLYN: I do remember this. So you had had a bonus for a 25-minute strategy session. And somehow when you were doing your bonus, I get like a one-on-one application.

JESSICA: Yeah it was so funny. And you said oh I'm so glad you wanted to work with me one-on-one. And I said woah, what did I do? And I think at that time it's still kind of like you know my plan and fine, I need help. It actually planted a seed. I was kind of like wouldn't that be amazing to have real support for my business not to just be going through all of these mindset things alone and just trying to power through. And because I was really quite worn out with my business and quite worn out with just the pace of everything. And I just suddenly thought wouldn't it be amazing if I could find a way to make that something which really, and I spoke to my husband about it. I always run stuff past him and he would do things, what I should say and do. I was saying last year I was going to start a podcast, and he was saying oh my goodness, not another thing. And I said to him I think I'd like to have a one-to-one mentor which I haven't done for three years. And he was like if you think that's the right thing, and if you think it would help. And the more I thought about it, it was like it would really help just to be able to get input from someone who really knows and who's been there and isn't freaked out by this stuff that I'm currently am. That just became something which is more and more appealing. So it's complete accident in the first place, but I think it was like I would love to have that kind of support in my business again.

JACLYN: Oh so funny. So then we're in the sales call, and even then you took a little bit of time. And you wanna make thoughtful decisions.

JESSICA: Absolutely. **I had fallen into a trap before of just working with people prior hastily and being like oh, gosh I just need someone to fix my business. I'll pay you anything, just please do it. I really don't want to go down that path again. I really don't want to be like oh no, this is all really getting out of hand. I'm not really able to afford this properly. And so I was very, very resistant working with anyone. But in the sales process you just made it really easy, Jaclyn. You didn't put on pressure, which is what I like to be with my clients as well.** If they're not ready to work with me or they're not sure, I would never kind of pull any tricks or techniques on them. Because I think people have to be there energetically to want to do it. And I didn't want to work with the people who aren't sure. So it

was really important to me to just have a bit of time. But the real clincher was that I'd already done this \$97 Best Month Ever and had my best month ever. So I was like well I know that it works. But also even from the sales call that we had, I don't really know what you said. But really it was so helpful. We spoke before Christmas and over Christmas I've done some thinking. And out of nowhere, this whole structure for a new program came out and I was like oh my gosh, I've had a sales call with Jaclyn. I just feel like all this inspiration has come. And so I really felt like that was a really positive sign and there were ways in which you were going to be able to help. And it's been a really great process of just having that support in my business. You don't do stuff for me. You don't tell me what to do. But you do really help me to plan out what I want to do and think about it strategically and ironically in a way that I'm really good at doing with my clients. But I think just in this new phase in my business, I was like I already uplevelled, I've done the hard bit. But I think, like you were saying before, I just became more aware that there was a lot more work to do there in my mindset and just making sure that I'm doing things for the right reasons and in the right way.

JACLYN: Yes. Well, thank you for that. and I love supporting you. I'm so excited about all the amazing work that you're doing with your clients and where it's going. I think you've hit on something and I so appreciate you opening. I know that this is something that many of us experts struggle with. Is that whenever you have an expertise in something, a lot of times I mentioned it before you said in superpowering yourself, we're gonna have our own blind spots to things. And sometimes that in of itself can bring about a lot of self doubt or it can let ego get in the way of really getting the help that we need. But I see this all the time across all industries. And you know what, it's okay to go out there and get help for things that you're able to help other people with. I can't explain the science of it. I should really research the science of it because there's gotta be actual evidence here. But even designers hire people to do their logos. Whatever it is, it's too hard.

JESSICA: It's not personal to us. It's personal in that we invest in the way that we're doing. There's a relationship there with that person. But the same time, it's your name on the door. It's your business. It's not like oh the stakes are high and you say it really matters. You really care what happens to your clients . but you can't really take yourself out of the equation and the personal brand – it is you. So anything that's going on in your mind will show up in any area of your business as well. Some people say you should have a business coach and everyone has a coach. I don't think you necessarily always need one. But I think that there's a season where you really feel like you're like what, I could do this alone, but why do that? It would make so much more sense to just get the help.

There's no shame in asking someone who's a complete expert in something to come and bring their expertise to your business. It's an amazing thing.

JACLYN: Yeah, absolutely. Okay, where can we follow you? Where can we keep in touch?

JESSICA: I'd like to say to people I'm Mrs. Facebook because I'm very active on Facebook. So I have a Facebook page, which is [jessicafearnleybusinesscoach](https://www.facebook.com/jessicafearnleybusinesscoach). And I also am getting into LinkedIn and Instagram as well. I can give you the handles for those if you want to put them in the show notes. But jessicafearnley.com – that's got some of my lovely free stuff and you can also hear my podcast there which is cool, the Business Club Podcast.

JACLYN: Excellent! Alright, we'll put all of that in the show notes so it's a clickable link as well. Thank you so much. Your success is so inspiring and I love that you shared the full story, the ups and downs. I'm just so inspired by you and I know our listeners are gonna be too.

JESSICA: Thank you so much for having me. It's been such a pleasure to be here.

Outro:

JACLYN: Well, that's a wrap. How amazing is Jessica and her story? If you are dying to get your booty into Best Month Ever, head on over to jaclynmellone.com/bme. If you want my support, this is a live two-week program. We start on March 27th. And we will be working together with both the strategy and the mindset and just have accountability and energy of the group. I just wanna bottle it up. It is so contagious and so amazing in the best possible ways. When we ran the program back in September, literally half of the participants had their best month ever in September. How incredible is that? So I would love to say the same about you in April. So jaclynmellone.com/bme. Get your booty in there. April is going to be your Best Month Ever.