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Jaime Tardy: Welcome to “Eventual Millionaire.” I’m Jaime Tardy and today on the show we have Leonie Dawson. She runs LeonieDawson.com. She’s utterly amazing. We were talking about her background of rainbows and unicorns, but she’s an amazing business builder. Thanks so much for coming on the show today.

Leonie Dawson: It’s so exciting to finally be here. For those who don’t know, it’s podcast gold to get onto this show. It’s been a long time in the making for this happen, and I hope you all enjoy the suspense it’s taken to get here.

Jaime Tardy: I love that you said that. It’s so funny. I have people email me and say, “In 2020, make sure you save a spot for me.” I’m always, “I will.” It’s amazing because I’ve actually had people come back and say, “By the way, I am now.” No way. How amazing is that?

Leonie Dawson: That’s awesome.

Jaime Tardy: Life is utterly amazing. So, tell us a bit about what you do besides unicorns and rainbows. I know that was totally different. Tell us what you do, what your site is, how you run it, all that fun stuff.

Leonie Dawson: Sure. I started blogging in the olden days, 11 years ago. I was doing it for fun. I had a cubicle job. As it kept on going, I realized, “You can make money from this. What’s that about? That’s amazing.” At first, I started doing it to buy more art supplies. “I can buy pretty books and more arty things.” Then, about 2008, I realized, “This is probably viable, if I apply myself and learn some business and marketing skills.” It’s grown, and it’s the snowball that keeps on growing.

I quit my job in 2010. I was part-time before then because the business had started to build pretty rapidly. We hit six figures about that year. Now, we’ll probably close out at \$2 million by the end of this year. It’s fun. It’s still rainbow and unicorns, and I still get to buy art supplies, which is my main priority in life, and pretty journals. It’s very creative. For me, it’s my dream job, even if I wasn’t getting paid. I would still turn up and do this. I write the 2016 *Create Your Shining Year in Life & Business Goals Workbooks* and we have a companion diary and a companion to-do list pad and a companion wall planner. We sell those in 130 countries. We still publish them ourselves.

We also have our Shining Business & Life Academy, which has

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3,000 members from around the world. We have about 60 courses in there. I only have two ways that you can pay me money, so I pile all of my courses and workshops and everything that I feel like creating into there. So, we're constantly creating new things for there. It's the best one ever.

Jaime Tardy: I love this and everybody's saying, "She makes how much money and her goals are still art supplies and journals?" A.) I love that you're still having fun with all of it in general, but what did you learn in that "apply myself to marketing and business" that put you on this amazing trajectory?

Leonie Dawson: I think a huge thing for me to learn was, everybody is born an entrepreneur. Of course, there are some kids that have that brilliant brain where they're in network marketing selling rocks and shit when they're kids. Can I swear on this show or do you need to beep this out?

Jaime Tardy: We now have to beep it because YouTube doesn't like me anymore.

Leonie Dawson: I'll keep the F-U-C-Ks in my mouth. I'll just be thinking them. Try to imagine when I'm thinking them. Okay, guys? I've completely forgotten now because it's so much effort to not swear.

Jaime Tardy: So, marketing and sales. What's the main thing? Give us all your secrets.

Leonie Dawson: I always think there are some kids who are born with it and obviously there are some kids that are a little bit like me, the weirdo hippies that lose their sentence as they are thinking and can barely speak in the rational, logical world. Obviously, some people have brains that work really well like that. I am sure that there's a huge majority of people who don't and they just learn it. I applied myself in the space of a year to dive down in deep. Of course, that year hasn't ended. It continues on and continues unfolding.

The things that I learn about business and marketing, about pricing and how to sell your things and features and benefits and how to be empathic with your ideal client and understand what their freakouts are about and creating solutions for those freakouts and then being very clear that you've created a solution to that freakout, that is what has really changed my business trajectory. It's so essential to give yourself good marketing education.

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Jaime Tardy: Tell me this. I love that you called it “freakouts.” Problem, solution, and that being a perfect fit really matters, but so does getting in front of the people with the problem, which is marketing, right? What was that pivotal thing that you learned in marketing that made a big difference? Was it just because you were blogging for so long? What are the things that are working really well in marketing for you?

Leonie Dawson: Obviously, this doesn’t apply to every single business model, but, for me, I have always been exceedingly honest on the Internet. I’ve shared my story. I’m definitely a poster model of TMI. I really am.

Jaime Tardy: We’re gonna talk about that in a second, but keep going.

Leonie Dawson: I’ve announced my pregnancies basically when my husband’s just inseminated me. That’s how quickly it happens. People are, “Don’t. You shouldn’t be doing that.” I’m, “If I had a miscarriage, I would be sharing about that too. I would be sharing about that experience and how painful it is and what lessons I learned along the way, all that sort of stuff.” For me, writing and communicating my story is the way that it makes sense to me. By being that open and vulnerable with my story, I really believe that it helps other people and it helps them to heal. It also means when I meet my readers and my people, I’ve red velvet roped the shit out of them. If anyone’s not cool, they’re, “What a fucking weirdo.” Sorry, I just swore. “What a weirdo. Why would I hang out with her? I don’t like her.”

Everybody who has followed me on that journey knows me so intimately, it’s just like meeting best friends, basically. And we have the best time, and we hug and share these deep stories. I always say that my business is the best way to make friends ever because wherever I go, I’ve got these amazing friends, and we just have the most deep and beautiful and nourishing friendships. I feel so lucky. That, for me, is a real key, just being really myself on the Internet as much as I can.

Jaime Tardy: How do you balance that though? For you specifically, planners and business advice and life advice in general, but it sounds like you’re sharing a ton. Most people are, “You really need to be seen as the guru, the expert, and you have it all together, and not word vomit on the Internet. Not that you are, but you know what I mean. Where’s that balance or is there a balance?”

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Leonie Dawson: I think there is. I think it's when you do it. If I'm in the midst of a freakout, I would not be sharing that. I would be going to my therapist. I would be talking to my husband. I would be talking to my team. I would be going into counseling and kinesiology and intuitive healing because I'm a big hippie. So, I would just be throwing at it for it to be solved. Then, I might share about it a few months later. I'm not looking for my audience to be my therapist.

Jaime Tardy: That's a huge distinction because there are a lot of people online who are, "By the way, this is what I'm going through right now. I don't have it figured out in any way, shape or form." Sometimes that can be a little, "Okay, that's interesting."

Leonie Dawson: That's not their responsibility and that's not their job to look after you and tend to you. It's okay for me to go through a really difficult experience because by the time I get to the end of this, I will have learned so much and I'll be able to help other people who've gone through it. So, I'm very intentional about the fact that this is about sharing my story at the end of the day to help people who are going through that and all those kinds of things.

Jaime Tardy: How do you figure out personally-wise what you share versus what you don't? I'm a business coach, so I talk about business all the time. Most people didn't know I had kids for a really long time. What do you decide to share and what do you not? I know as a woman online, it was always different. I had a bunch of friends. They were super transparent. They were all guys who talked about their kids, and I'm, "I don't want any random weirdo showing up at my house." When do you draw the line on personality, branding-wise?

Leonie Dawson: Totally. It's a gut instinct thing as well. I also regular safety reviews. I'll go and check what I've talked about online and make sure that I haven't given away too much information. People know what city I live in, but they don't know where in that city. Especially since my kids are older, I try and have some boundaries there. My husband is the most private man ever, which I think is hilarious.

Jaime Tardy: That is hilarious.

Leonie Dawson: I really check in with him and ask, "Are you comfortable with me sharing this? No, that's fine." I will totally respect those boundaries. I don't wanna damage relationships or put my family at risk because I can't shut my mouth.

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Jaime Tardy: Lesson learned. Good job. How old are your kids? What is it like building a big business with children?

Leonie Dawson: I've got two girls. One's 18-months-old, and she's a whirlwind. I've got a five-year-old who's very sweet and sensitive and given the opportunity, she would definitely climb back into my uterus and just live there for the rest of her life. She's one of those. She's very sweet, but also, "Why do you need to suck every ounce out of me? I love you." I have always worked part-time in my business. I was working in a cubicle job, so I couldn't work full-time and by the time I quit, I was pregnant. I've always only worked two and five hours a day. I'm now up to five hours a day. That to me is insanity. "How do people work this hard?"

I've been very deliberate about what needs to be done to build my business. Even when I only had two hours to work and, for quite a few years, I only worked two hours a day, so ten hours a week. We built the business close to \$1 million a year with me working two hours a day. Every single day, I'd turn up. "What is it that I need to do today in order to grow my business and take it forward and really make huge impact with the very small amount of time I have dedicated to work life?"

Jaime Tardy: So, this is one of the reasons why I created this show to being with. At the beginning, I had a baby, and I didn't know how I could do it all and all that fun stuff. So, I only wanted to work 20 hours a week. I didn't know if there were any millionaires that existed anywhere that that had happened. Especially in the beginning when I started interviewing them, they were, "You have to work every single hour and it's a start-up phase." Give us some help on how the heck you managed ten hours a week and growing to a \$1 million company. How big was your team? Tell me everything.

Leonie Dawson: Even to get to \$1 million, I still only have one or two staff and they were only part-timers.

Jaime Tardy: Wow.

Leonie Dawson: Now, to go up to \$2 million, I've subverted that in that I've double my work hours to five hours a day. I have a much bigger team now. I've got five full-time staff and we've got ten part-time contractors because we're in the next phase of business growth. To get to the first \$1 million mark with part-time staff, it was obviously a passive income model. I never trade my time as a service. I tried out the high-level coaching thing. Not for me

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because that takes too much time.

For me, my preference is to not talk to people. My preference is to sit in my little hermit rainbow castle with my unicorns and write and create programs of everything that I know that would help people. I would much rather spend a few hours creating something like that that will go on to help thousands of people than to do one-to-one selling. I cannot cope. I've had this business model for a really long time. I don't see products individually. I don't really do huge launches either. I'm a little bit more evergreen.

It's basically trying to make it an instant yes for people, so when people look at my academy, for instance, there's \$10,000.00 plus worth of programs in there. We're selling it for under \$500.00. For people, it's, "Duh. What is that?" I don't have to spend as much time trying to convince people that it's worth it. When they're in there, I can blow them away. At the moment, we have a retention rate of 80 percent for our members. It's so cool. I'm so excited. Our goal is to get to 90 percent and then our goal is to just keep on pushing.

Jaime Tardy: People have to die in order to leave the program. Just kidding.

Leonie Dawson: Basically.

Jaime Tardy: That's really impressive though. So, membership model or programs or whatever, a lot of times, it's this nut that people can't crack. Especially the amount of numbers. When you start talking about "I sell a \$500.00 program. We have over 3,000 people," that's huge. People are, "How the heck do you get those people in? Where do they come from?" I get that it's a no-brainer, so once they get there, it's a great conversion rate, but how do we get them to love you and follow this and see the sales page?

Leonie Dawson: This is very true. I now have nearly 70,000 people on my mailing list. We've got over 90,000 people on Facebook. I really can't say that there's one thing that's created that. What's really created that is turning up every single day and doing work and creating something to go out and help somebody and they will come back and become a lifelong fan.

Jaime Tardy: That's amazing. And people are, "Crap. Now, I have to show up every day." What if they are showing up, in general, or they feel like they're showing up, in general, but they don't see the results. Maybe they haven't done it enough time or whatever it is. Maybe

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they're just not seeing the results. What do you tell them?

Leonie Dawson: I've been doing this for 11 years. My husband says, "Please tell everyone that you are not an overnight success. You were the person who used to work in a cubicle office and you'd come home and stay up working." I had a coach, a little BlogSpot blogger.

Jaime Tardy: BlogSpot.

Leonie Dawson: I know. So cute. [Inaudible] [00:23:08].blogspot.com was my Web site.

Jaime Tardy: That's so awesome.

Leonie Dawson: I was talking to a friend yesterday, and she was saying she's got a friend who's really keen to do six figures in the next 12 months. She's, "Why can't I do six figures?" I think in some ways that is the wrong reason to be doing anything. It's been amazing to go on this journey, but my principle driving factor is always, "I wanna do this thing, and I wanna create and I wanna share, and I wanna help people." Even if I wasn't paid, I would still turn up and do these things.

So, when you've got that amount of passion inside you, then it doesn't become as frustrating to have to take 11 years to get to \$2 million a year. You are having the time of your life as you do it. I was talking to a friend who's still in her cubicle job, and she's just about to leave actually because I finally pressured her enough. I said to her, "You do realize even on the worst day in my business it's still better than the best day in my cubicle job."

Jaime Tardy: That's perfect. We talked at the beginning about legacy. If people haven't done that yet, that's goal No. 1. You need to do that. Goal No. 2, or after you started making some money and aren't worried about the bills, starts to be legacy. Don't get me wrong. Money is great, but there's gotta be more to it, like you were saying, than just more money. You were talking about philanthropy and a whole bunch of other things. What are your main goals right now?

Leonie Dawson: I'm pretty simple in lots of ways. I'm an easily happy person. I think, "Do I wanna do travel?" I've got small children. I'd rather stab myself in the face with a cucumber than travel anywhere.

Jaime Tardy: Eighteen months old? That sounds miserable. Sorry.



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Leonie Dawson: It so is. Even going to a café is a major production. We need to have a good lie-down for an afternoon afterwards. All hail the people that can travel with small children. I respect you, and I shall not be doing it. My financial goals are 1.) to set up myself, my family and my company for long-term sustainable security and success because there's no way I wanna do anything else for the rest of my life than this company. I'm not gonna sell out. I'm not gonna do anything, but this. I don't care if nobody else turns up. I will. I'll be there, and I'll be, "This is still the best job ever." Creating cash reserves, thinking about investments, all of those things. We just bought some property. I'm so excited that we are in a position where we don't live paycheck to paycheck and that we don't have to have any money freakouts. It's stable.

I'm very much of *The Millionaire Next Door* by Thomas J. Stanley philosophy of millionaires don't by flash stuff. They buy secondhand cars. They live in the same place. They have very little interest in flash junk, basically, that costs a lot of money and is just a status symbol. I'm very much of that philosophy. The thing I want to do most of all is continue growing this company and using it for good and for philanthropy. Last year, some of my friends and I, as a fun side project because we were a little bit bored, pulled out some cash together and built a school, Three Pencils of Promise. That's so fun. I'm looking at Room To Read at the moment by John Wood. I feel like his book, *Creating Room To Read*, is one of the greatest books that I've ever read in my life.

Jaime Tardy: I've never even heard of it.

Leonie Dawson: This guy used to work for Microsoft, got bored. He was a high-level executive, so he went walking with a yak in the Himalayas. He comes across a school, and he says, "Can I see the library?" because he loves books. He went there and there were two books, and they were locked up because of the 800 kids. He said, "Where are all the books?" They said, "We don't have any money for them. Maybe you could come back with a couple of books to give us."

When he went home, he said, "Guys, let's go fill this library." A year later, he went and stocked the whole library. Then, he was, "Screw it. I'm leaving my job. I'm making this my full-time job." So, Room To Read has built over 10,000 libraries and they work with Scholastic. They are just the most amazing charity ever. They are five stars on Charity Navigator because he applies all of his business sense to charity. It's incredible. I would highly



recommend reading it. I cried and cried.

Jaime Tardy: Don't get me wrong. Money is great. This is the reason I've always said, "You wanna be a millionaire not because of the money, but because the person that you become is amazing." You can help so many more people based on the confidence that you have or the skills that you later down the road.

Leonie Dawson: Totally. I love the more money that we have coming in, the more good that we can create, the more money that we can donate. Also, our workbooks are all about planning your goals in life and in business for the next year. Very early on, we started giving them away to charities for them to use with their clients. They had such a huge response. These are people who are in drug rehab centers or their town's been devastated by fires or they're vulnerable, disadvantaged, they're homeless. Their caseworkers would see huge changes with them because they realized, "I just need to plan what I want in my life and work towards it."

The book's really infused them with a lot of hope. I think we've donated over 100,000 books to use in 2,000 charities around the world from India to Australia to cancer survivors in the UK to slums in Africa. That makes me so happy. Then, I think, "If we make more money from the book, we can give more money to people."

Jaime Tardy: It's so funny because people are, "You interview millionaires? They must be greedy." I'm, "They are the most giving people. You have no idea." I only interview self-made businesspeople, but still, it makes a huge difference. Tell us about the planner in general and how you came up with it. You sound like me. I'm all over the place. "I wanna do this and then I wanna do that." I'm a planner. Don't get me wrong. But there need to be planners for people like me that need to color within the lines because I normally don't. Tell me about the planner.

Leonie Dawson: Have you seen the planners before?

Jaime Tardy: I haven't seen them. Well, I saw them on your Web site, but I don't have one.

Leonie Dawson: I'll send you some and you can check them out.

Jaime Tardy: I wanted one before, but I didn't –

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Leonie Dawson: It's all good. They're so fun. I'm not a black and white lines kind of person. I can't cope. That's the most boring thing on the planet. Does your podcast go out in video? No.

Jaime Tardy: Yes.

Leonie Dawson: So, for example, this is the life planner. When you're going through it, it is –

Jaime Tardy: Colors. I knew it was gonna be colors. I saw the cover.

Leonie Dawson: It takes you through set-by-step. If you say, "Write down your goals," it's, "Lose weight." This is actually like a journal that takes you through step-by-step. It has recommended resources for each section. It also includes some ideas of things you could do to improve in that area of your life or business. Our business has a full systems checklist that you go through, all of the things that you need to do to improve your life and business. It's in there and it guides you through that process.

So, this started for me in 2009. I was pregnant, and I knew that I had a real change coming for me, obviously, because I was in my cubicle job, and I was just about to quit and I was gonna have a baby, and we were gonna move across the country, and I was gonna be the solo breadwinner for our family. I convinced my husband to quit, so we could live in tropical paradise. I knew that I had to have some goals. I thought, "You know what? I'm not gonna write down that piece of paper. I'm gonna paint myself up a little book and answer the questions for myself." Then, I painted it up and thought, "That's really cute." I did it over the space of about three days. I thought to myself, "I think other people might really enjoy this too."

So, I scanned it all in and I released it as a PDF online. I thought, "It would be so cool, if I could sell ten copies. I'm gonna sell it at \$9.95. That's \$100.00 for something I was gonna do for myself anyway." I scanned it in and released it on Boxing Day because I was bored and thought, "I've got nothing else to do this Christmas season." We sold 1,000 copies that year. I was, "Oh my God."

Jaime Tardy: That's insane.

Leonie Dawson: I know. People just went ballistic. This is at a point too where there was nothing else like this on the market. Because of the success of my workbooks, there's now a zillion copycat products

every mofo out there has a planner out there. It's formed this amazing community and people really become crack whores about it, "I get it and it gets results." It's such a therapeutic process to go through that it actually creates a huge amount of change income-wise, happiness-wise, bucket list-wise, everything over the next year. So, we've got devotees who've been using it since our very first one. This is our seventh edition, and we now offer the printed books. We've got distribution centers in the UK, the U.S. and Australia. I think we've got 40,000 units to ship.

Jaime Tardy: Wow. It looks like an art project. It's insane. It seems like you're bucking the trends, right? Normally, you're, "This is how we do business," and it's serious and it's this, and "We need to look at your numbers." You're, "I'm gonna make it really fun and put rainbow colors all over it." Why do you think that works so well?

Leonie Dawson: I do it for myself, first and foremost, because I would die from boredom, if I had to do it that way. That is the most "beat myself over the face" way to do it. There are so many people out there who think it's so fun and enjoyable. There are so many people who don't fit a boring way of doing things. I'm sorry. It's not boring for those people, but for us, a very right-brained, hippie, creativity-minded chicks, they look at this and say, "This is mine. I get this. This resonates with me."

We get a huge amount of feedback as well because all of our women buy them and then their husbands are, "Where's mine?" We have so many men that use them now as well, and we'll look at bringing out a male-oriented one. We have teenagers and kids that really love it too because it is so bright and enjoyable to do. They see their mums doing it, and they're, "Where's mine?"

Jaime Tardy: Seriously, I wanna buy that for my six-year-old daughter because I think she would love that, and I wanna teach her planning already. Isn't that funny?

Leonie Dawson: Totally. It's so important for them to learn that. "If I want something, then I need to write it down, think about it a lot and have some steps about how to get there."

Jaime Tardy: I know we have to start wrapping up in just a minute, but I love how you're, "I'm a hippie and into intuitive healing" and all this stuff. I don't think we talk enough about that stuff. In general, when I have millionaires on the show, we don't usually go down that path. Let's go down this path for a little bit. I wanna get your

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take on it. It's sort of innate in you, and I know you're just like this in general anyway, but do you really think it's helped you grow and be a better person and grow your business too?

Leonie Dawson: A hundred million times. If I looked at one key success factor for myself, that would absolutely be my dedication to doing the inner work. That inner work is why counseling is going to my doctor, if I'm not coping. I throw everything Eastern and Western at it. Acupuncture is essential. I just think acupuncture is for everyone. It's a miracle worker.

I have worked with Hira Boga who a lot of people do use. She's absolutely incredible. She's a master intuitive healer. I've been working with her for seven years. She's helped me get pregnant with both my daughters. She has helped me bust through every single one of my glass ceilings. Without a doubt, every six months, I will come up against my own glass ceiling and be filled with total fear, and I have no idea why and be, "This isn't working. I don't understand. I don't wanna get to \$2 million. It's too big. It's too much." I think guys do have their blocks, but they don't seem to be as –

Jaime Tardy: Emotional? Exactly.

Leonie Dawson: Impossibly impacted. Having said that, I hired a key staff member this year, a chief operations officer who I work very closely with. He's a dude. I said to him, "Look, one of the conditions of you working with me is that you do full nightly kinesiology sessions because I need you to be healing your crap as quickly as I am. I'm not gonna get stuck in your old stuff." He's been very open to that. He loves it. He's such a massive convert. He's, "This changes everything."

Because all of your mindsets, all of your tapes need to be rewired because so many of us are not built in environments of financial and business success. It very much needs inner work and mindset stuff and discipline and habits and you need to heal so much of your inner stuff in order to make it happen. I always say to people, "If you wanna embark on this journey, go get yourself a kinesiologist and start using it."

Jaime Tardy: I was gonna ask for a resource, a book or a Web site? But you're, "Go get yourself a kinesiologist."

Leonie Dawson: Screw books. I love books, obviously, I have books everywhere.

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Books are amazing, but you can very easily just read a book and do no personal transformation. You need to be called on your stuff and for them to be, “Well, what about this? What are you actually gonna do about this?” to actually see real change.

You can read 1,000 self-help books and continue on your merry, little way, but if you do one session of kinesiology or intuitive healing or therapy, you have to confront your inner stuff that’s holding you back. You have to shift it. For me, I would not be here. I would absolutely not be here without doing this, if it wasn’t for the miracles of intuitive healing and kinesiology and all those things.

Jaime Tardy: I’m so glad we went down that path. I think it’s eye-opening to a lot of people just in general. It’s funny because even some of the high-level millionaires that I interview that are very buttoned-up in general, will have acupuncture and cupping and all these “crazy” things, but they won’t talk about it. So, I’m really glad that you shared all that.

Leonie Dawson: As soon as I hit something where things aren’t working in business, I know it’s just a reflection of something in me. Of course, I’ll need to change my systems, my processes, but it all starts in here first. I can argue with my staff to the shittery. “This isn’t working. Why isn’t this working?” “I get it. It’s something in me. Let me go do my work. I’ll come back, and I’ll be fixed.” My husband and my chief operations officer all know to say, “Have you gone to see Hira lately? Maybe that’s something you might need to do.”

Jaime Tardy: That’s so great. “Yeah, you’re right.” Thank you so much. I know we need to start wrapping up, so what’s one action listeners can take this week to help move them forward toward their goal of \$1 million?

Leonie Dawson: Stay on track. Go get yourself a woo-woo person to work with to clear your crap. You need to clear it. That’s how you become that person who is confident, powerful, knowledgeable, a millionaire that can make a huge amount of difference, but going in here first and working out all of the fears that you’ve got and the resistances and the crazy tapes and childhood stuff that needs to be listened to and recognized and released, so you can just be free and clear to be you.

Jaime Tardy: How do we find somebody who’s good? No offense, but there are

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a lot of woo-woo people who are not very good. So, how do we find someone who's good? Otherwise, they'll go to one and be, "This is crap."

Leonie Dawson: Totally. You need to work with people as well who don't have their own money crap. Especially as a millionaire, I think so many of my millionaire sisters have gone to a healer to heal a block. "I want to hit this amount." The healer will turn around and say, "Are you greedy or something? Why do you need that?" "No, don't project your stuff on me." So, my go-to people are Hira Boga at hiraboga.com and the kinesiologist that I love and recommend is awakenkinesiology.com. You guys are all gonna call and book her out now. I am okay with that because she is worth it. That's Kerry Rowett, and she's just incredible. Those are the two people. I've tried hundreds and those are the two that I return to.

Jaime Tardy: I was gonna ask you offline, but I really appreciate you talking about that. I'm all up for trying anything, for sure. Guys, don't book her out too much because I want to try it.

Leonie Dawson: Just go book them in. I am not one of those people that cannot tell people about things that will really help them. If it means that Kerry becomes a little booked out or has to raise her prices to cope with the demand, I'm okay with that. That's the natural order of things. She is that amazing and those kind of earth angels need to be helping as many people as possible.

Jaime Tardy: I agree. Help the people, so people understand that this is something that might actually be able to help them.

Leonie Dawson: Totally.

Jaime Tardy: So, tell us where we can find more about you and the planners and all that fun stuff online.

Leonie Dawson: Sure. So, leoniedawson.com. L-E-O-N-I-E, D-A-W-S-O-N.com. Otherwise, my planners are at ShiningYear.com or my academy is at ShiningAcademy.com. That will be so fun.

Jaime Tardy: Perfect. Everybody, go check her out. Thanks so much for coming on the show today. I really appreciate it.

Leonie Dawson: Thanks, Jaime. Thanks, everyone. Have an awesome day.