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Jaime: Welcome to *Eventual Millionaire*. I am Jaime Masters, and today on the show we have Tina Tower. Now, she's a business coach and strategist. She's also owned an educational and tutoring company beforehand, plus she's a mom. Thanks so much for coming on the show today.

Tina: Aww, thank you so much for having me.

Jaime: And you are also a podcaster, so I absolutely love it. It's called *Her Empire Builder*?

Tina: That's right, yeah. I love it. Podcasting's the best.

Jaime: I get to talk to people like you, even though it's 5:30 in the morning for you. So, again, thank you so much for – she's like, "Opportunity, go."

Tina: The downside is, if people are watching on video, apologies for my face. The upside is, though, my voice has this much lower than normal octave that I'm loving.

Jaime: It's very sexy. So, all of the audio people...

Tina: Not what I normally sound like.

Jaime: And your face is beautiful, don't even. So, you have a very similar mission to me about helping especially women make over a million dollars so they have some freedom. Tell me a little bit more about where that came from.

Tina: Where that came from. So, I've been working with women my whole business life. So – like you said before, my first business was in tutoring centers. So, I had a franchise company and all of my franchisees but one were women, and I really love that breaking the norm. So many women I speak to think that it's an either/or choice; that we can either have babies and have families or have successful businesses, and I really wanted to be an example of that was like to have both. And then, once I got there, I went, "Okay, how can I help other people to do that?" because it's so much fun.

So, I've always been very passionate about it, and then once I got into this online course game and saw the stats of how many men are at the top, it was like, "Okay, this is just like every other area –

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Jaime: Ding, ding, ding.

[Crosstalk]

Tina: – and how can we make some equalization with that?” And talking to women, you probably experience the same thing. I see a lot of women get their businesses to a really beautiful, healthy like half a million sort of stage, and then they go, “You know what? My life is great. I have great profit coming in. I have great balance. I don’t want to ruin that, break it,” and so they just stay where they are. Because so many examples that we see is all this hustle and grind and that you have to leave life behind. And so, I really am very passionate about showing that you actually can have both of those, and “This is how we can do it.”

Jaime: Let’s dive into it, though, because it’s like more revenue then means more problems and more work and more time and more – and it doesn’t necessarily have to but when they’re in it – it’s different, right? Their brain’s like, “Oh my gosh, it has to be more” instead of [inaudible] [00:02:44] – Crosstalk] way of doing it.

Tina: And I think the traditional business, it kinda is. The reason I sold my previous company was because it got too big for me and I was like, “Oh my gosh, this isn’t life. This is awful.” And so, I sold it. The biggest mental barrier I’ve broken through with this current business is going – that more doesn’t equal more headache; and that was the biggest thing for me was, every time I would get – like after a launch, I would have massive anxiety attacks in going, “How am I gonna handle this new level? How’s this gonna work?” and bah, bah, bah.

And then, it would be okay. I would be like, “Huh. How ‘bout that?” And then you go to the next bit and the next bit. And it is getting over that fear because traditionally more has meant more staff, more headaches, more work, and not necessarily more profit, just more revenue.

Jaime: Right. So, do you feel like that’s a key distinction for service-based business versus sort of the online model?

Tina: Yeah, absolutely. And even with the online model, I see a lot of people that aren’t getting the profit because they’re funneling everything into bucket loads of Facebook advertising or outsourcing for people that cost a gazillion dollars a month, and doing all of the different things there that –when I began, I was

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like, “I wanna make half a million dollars a year but have an 80% profit margin, then make three million dollars a year and have a 10% profit margin. So, let’s go for that.” And so, that's the type of business that I was trying to build was that, was a healthy one.

Jaime: It is growth for growth’s sake, which we know logically doesn’t make a lot of sense, but it feels like, when you're in it, there's bloat. Like, “Well, that person’s doing this” and “I need to put this much money in Facebook ads.” So, how do you really determine what is worth it and what isn't for a \$500,000 to a million – online business?

Tina: I, for my first seven figures, I was very lean. I got to \$700,000 with no staff.

Jaime: Not even executive admin?

Tina: Nope, nothing [inaudible] [00:04:40]. Yeah.

Jaime: Wow.

Tina: I don’t advise it. Not a good idea.

Jaime: Okay, thank you. And kiddos, that doesn’t sound – okay.

Tina: [Inaudible] my righthand woman I don’t know how I would function without her. I’ve become very co-dependent in a very short amount of time. But doing that, and also no advertising. I did no Facebook advertising. I’ve actually only just started now. So, the business is over a million a year and just starting Facebook advertising.

Jaime: We need to talk about that.

Tina: I know it’s very different in this online course world to do that.

Jaime: So, I think that’s what's so interesting is that because Facebook or paid ads in general are pushed so heavily that even people that aren’t making any money even are like, “Oh, this is the way to do it” when they haven't even figured out even the basis of how to sell the program that they're working on, let alone adding fuel to it, right?

Tina: Yeah. Yeah.

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Jaime: How did you do it?

Tina: How did I do it? Not on purpose. Because I see people that kill it with Facebook ads and I go, "I really should do it." So, a couple of reasons why I did it was, 1.) when I started, I was frightened of being too big. I had just sold a big company and I didn't want that again. So, I thought, "Well, what's the point in throwing all this money and making it huge and doing that?" And the other thing that I see a lot is like webinar conversions, for example. Paid traffic, you might get 500 people on the webinar. Maybe only 100 show up and maybe only 10 of them buy. My conversion, I could get 50 people on a webinar. 40 of them are gonna buy from me because it's such beautiful, nurtured, warm traffic. And to me, that was easier to manage than the massive volume where nobody knew who I was.

Jaime: Oh, really?

**[Crosstalk]**

Tina: So, yeah. Yeah. So, I went the effortful road because I'm a tight ass too. I didn't wanna waste money on Facebook advertising. I saw a girlfriend at the beginning and she was like, "You know, I did a \$300,000 launch." I'm like, "Oh my god. That sounds amazing." My first launch was \$11,000. I was doing cartwheels down the road. I was like, "This is incredible." So, she did that, and then she spent just over \$200,000 on Facebook advertising to get there. And I was going, "That does not seem right that you're giving that much of your money to an advertising company." So, I kind of then, from the beginning, went, "I'm just gonna take that outta the equation. How can I build the business otherwise?"

But it is a lot of effort. So, when people see a lot of the content that I do and all of the effort I put into marketing a lot of people go, "Nah, I'll just pay for it. Thanks."

Jaime: Well, do tell. What are those lanes that you found for organic traffic that really works for you? Because that's what everybody wants to know. Even if it does take a lot of time, they wanna know.

Tina: So, pretty much it's all the things. All the things. I have a podcast. The podcast gets transcribed and that goes on the website for **[inaudible] [00:07:33]**. We make a blog post outta that. I post on social media every day a couple of times a day. We have good, quality posts. There not just – flippant posts. They're ones that we

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sit, think about. They give value. We do different lead magnets every week that funnel in from the podcast episodes with a call to action that goes in there to build the list that way.

Jaime: Before you keep going – so, I’ve done that before also, and that was a lot of work. So, do you find that it really works? Either it keeps your conversions up or does it get you new people signing up or is it just engagement?

Tina: Yeah. Because most of my customers come from either my podcast or Instagram, specifically Instagram Stories, which is blowing my mind. So, it’s a way to get those people to take that next step and join the email list.

Jaime: **[Inaudible] [00:08:20] – Crosstalk.**

Tina: And then, once they're on there, I can take our relationship to the next level. **[Inaudible – Crosstalk].**

Jaime: Please tell me, how do we do that?

Tina: Oh, and do that one. It’s a lot of effort. Like, a couple of weeks ago I did a photo shoot and – a personal branding photo shoot and a lot of people were asking questions. So, I did a podcast episode about it, and then added a checklist download for everything that you need to prepare for your photo shoot and different shots to get for your photo shoot. So, in the podcast I can say, “Okay, go to [tinatower.com/photo](http://tinatower.com/photo) and get your checklist,” and so then all the people that are hearing that will then go to the website, get their checklist. But then, I can say, “Hey, new friend. How you going?”

Jaime: And it’s helpful. It’s really helpful not just to – because sometimes it’s just like, “Oh, it’s just the transcript” or it’s the three questions I asked and I’m like, “That wasn’t a downloadable lead magnet. It’s three questions. I could have written that down.”

Tina: Exactly. And so, creating that. We do one of them – maybe a couple a month. So, it’s a lot but to create one of those, Canva. Anyone can – oh my god. Love Canva. So, you can create beautiful things really easily on that. And then, you’ve got your landing page, your form, your automations, which most of it is going through the same email funnel, other than the first email; and then, your welcome page. And so, it’s – 10 minutes to be able to do it once you're practiced with it. So, it’s not too bad. And then, I do a lot of live video, which I think contributes a lot –

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- Jaime: I get.
- Tina: – is showing up consistently for your customers and offering massive value. And if you do that again and again, then I think you're gonna do really well.
- Jaime: How much time are you spending creating content on a weekly basis?
- Tina: Good question. I dunno. I dunno. I batch a lot, so I spend a full day a month doing that month's social media; so, that's pretty much just the social posts – which works fine – and then about half a day doing the podcast. And then, throughout the week, I'll probably spend two or three hours.
- Jaime: Okay. That's actually not too bad, especially if you're doing Instagram Stories every single day though. That seems like that adds up, or are they just super short?
- Tina: Yeah, they're super short. So, the Instagram Stories. Why I say it surprised me with Instagram Stories is I put a hell of a lot of effort into what we're gonna do for our podcast episodes, what we're gonna do for our webinars and all of that sort of thing. It's good, quality, valuable stuff. Instagram Stories is not. It's like, "Hey –" like just you're talking about "a day in the life" kind of thing; like, "Here I am. This is what I've got on today. This is how it's going," talking about my webinar blunders or whatever I'm doing on there and connecting with people. But this is the thing: social media is social. It's supposed to be like that. And so, that is where I actually have most of the conversations with people. So, I do my own – I'm still in my own DM inbox –
- Jaime: Oh, wow.
- Tina: – which – I don't know how long I will last doing that, especially because my new book is coming out. So, I don't know whether – that will take me to the level that I can no longer do that. But I really love it because I like talking to people.
- Jaime: It's real connection. It's the other person on the other side.
- Tina: Especially – I'm quite introverted and going – online business is an introvert's dream. It's lovely that I can sit at home, connect with people all over the world from the comfort of my home in my
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slippers. I love it.

Jaime: Bright and early at 5:30 in the morning?

Tina: Yeah.

Jaime: But knowing that you can, especially with Instagram Stories – to make that hardcore connection with somebody because that’s what’s so hard – with the pandemic and everything else, thank goodness we had this because we wouldn’t be able to connect with humans in general otherwise. You’ve been doing it for a long time. How did you figure out how you’ve been – what Instagram Stories works and what doesn’t, what’s content based versus what’s “Hey, I messed up”? You know what I mean?

Tina: Yeah. I was having this conversation with someone yesterday because I wanted to put a post up but I chickened out – about it – and I was like, “I don’t want people to think I’m a real asshole.” And isn’t that terrible that I still care. People say you gotta get to the level where you don’t care what people think. I’m not there yet. I’m working on it. But there was this post and going – from someone who’s really influential in our area going, “I’m sick of seeing people’s highlight reels and happy all the time and all of these sort of things.

That’s not real life,” blah, blah, blah, blah. And it was huge, the response to this and going “Oh my gosh. I needed to hear that. My life’s so hard right now” and blah, blah, blah. And I was so triggered by it because I’m going, “You know what? Life can be frickin’ fantastic, and when I put up all happiness, I am pretty much sunshine and rainbows 95% of the time.” And on my Instagram, it’s not my highlight reel. If I actually put – the best parts of – I think people would hate me. And so, we were having this debate and going “Misery loves company,” and the negative stuff does so much better in terms of engagement than the positive, which is a shame.

So, I know that positive after positive after positive doesn’t work. So, sometimes if I do make a blunder, I’m like, “Yes. I can share that.” Because I’m generally enthusiastic about life and pretty optimistic and that’s not the most popular thing.

Jaime: It’s so hard though because it’s like you wanna show real life because we all have ups and downs in general whether – we all mess up is – we’re all humans in general. But you also “Negative

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Nancy” – you're kind of trying to inspire people. So, if you just did that all the time also who wants to listen to that?

Tina: No one would ever see a post from me going, “Oh my god. My life’s so hard. I had the worst day.” I would wanna backhand myself like, “You spoiled shit.” I’m so lucky to live the life I’m living right now. It’s just – no.

Jaime: Aww, that’s awesome. And it’s funny too because – do you share your kid? That’s the other thing too. You’ve got so many facets to your life – tell me more then.

Tina: So, in my first business I actually had a cyberstalker for a bit which – totally changed my relationship with social media, and I think it was – now I had – at that time, no aspiration or even thought that I was ever gonna go into online business. And so, looking back on it, I’m really glad that it happened because it meant that I could craft this business very consciously, knowing how I would handle something like that if it happened again. So, I’m really purposeful with what I share. Like, I love Jenna Kutcher and she talks about her five things that she shares, and I kind of did that from the beginning.

But, for me, it’s not my kids. They’ll appear very now and then just to show, “Hey, I am a mum,” usually on their birthday. But other than that, I definitely don’t put their daily life. I’m really careful. They’re never in their school uniform on there, so no one can tell where they go to school. I never show anything from the inside of my home. I keep a lot of my private life actually very private and let the work – be there. So, I talk about the work. And this was the hard part too, is – I’m not one of “the beautiful people,” and so many people in our industry are. Because they're just frickin’ gorgeous and can sit on a beach in their bikini.

And I knew that was not gonna be the way that I was gonna be able to sell my business, and I had to sell it through my brains. And so, that’s really consciously what I did was go, “All right, how can I really embrace and illuminate the parts of myself that are me? I’m not gonna try and pretend to be someone else. I’m a big geek. I love Rainbow. I’m super organized, systems are my love language. I’m just gonna embrace I and go for it.” And that’s what I did.

Jaime: I so appreciate you saying that too because I have also had stalkers and I think it’s – chatting with somebody like Pat Flynn, where he shows his entire family, I’m like, “I don’t feel comfortable doing

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that in any way, shape or form.” And it was hard trying to figure out what that looks like because I did have to pay attention to where things were and what the backgrounds were. And have you just gotten used to it now or you just – how do you not do it in your house? How do you not show the inside of your house when – you know what I mean?

Tina: Well, I have my office. So, we live on a little farm and we have our house, and then I have a three-bedroom cottage that we painted pink. That’s my office. So, it gives me enough staging area –

Jaime: That’s awesome.

Tina: – where I can do different things. A lot of the time I do it while I’m walking outside. My dogs feature a lot, so I overcompensate without my children by showing a lot of my puppies.

Jaime: That’s a great idea. I have two amazing dogs. What the heck? Why have I not done that? That’s awesome. Everybody loves puppies.

Tina: **[Inaudible] [00:17:21] – Crosstalk** of that. Personally, I grow all my own vegetables and fruit trees. So, I show a bit of that. There's different parts that I will include in my life. But my husband, very, very rarely and my kids very, very rarely because it just – I don't think it's – and my sons are teenagers now and they don't want that. They don't want their mates on there going, “Geez, your mum, man.” That’s not what they wanna have associated. So, I like to keep that off. And I don't like the idea of people judging – my children and I just don't want it.

Jaime: That’s why I love talking to moms because I’m like, “Wait a minute. There's so –” and there's a lot of different facets to it and how you sorta feel about all that and what we enact, and how long you’ve been in business to know that you’ve had the craziness. Right? Because some –

Tina: Yeah.

Jaime: – people just haven't had it yet and they don't totally understand how freakin' scary that is to **[inaudible – Crosstalk]**?

Tina: Oh, it’s freakin' scary, yeah. This guy was putting my address on Twitter and photos at the front of my house and just – it was really – it’s the type of thing that you hear and you go, “Oh, just ignore it.” So many people said, “Just –” but when it happens it feels very

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– very yucky.

Jaime: And vulnerable and it's – I was gonna write a whole post about it just because I didn't realize the basics of what that was. Not that I wanna turn this whole interview into that. I just find it's something we talk about a lot as influencers and it's hard to sorta explain what it is if nobody really has been through it before; unnerving, the whole thing is. But you also don't wanna cower and not do anything because of it either because that's –

Tina: The thing for me is, you put all this effort into building a presence and to being everywhere, but then this person was everywhere. Everywhere. They were on my Instagram, my Facebook, my LinkedIn, emailing me, emailing the people that I was working with. They were everywhere. I was like, “Oh shit. This –” it's a weird thing. I'm going, “Well, this is kind of –” and then I felt really strange in going, “But isn't this what I was wanting? Wasn't this –?”

Jaime: I remember reading a Tim Ferriss post about what he goes through and I was just like, “Oh, there are levels too.” It's insane. Again, the world we live in. And so, protecting yourself does matter and there's gonna be different ways to be able to do some of that stuff, and let's start it from a way that we don't screw ourselves in the long run.

Tina: Totally.

Jaime: Unfortunately, it's awesome that you had that experience beforehand, so you really could build it.

Tina: See. That's it because **[inaudible]** **[00:19:51]** if that ever happens again – there's not that many – pictures of my – well, there is but not currently. I keep pictures of my kids and all that.

Jaime: How does your husband feel about you being an influencer? I know he works for you also, so –

Tina: I don't think I'd call myself “an influencer”

Jaime: I love that. You have a cottage where you –

Tina: Except **[inaudible – Crosstalk]** –

Jaime: – do photo shoots and – that counts. That all counts.

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Tina: – I suppose – I guess so. How does he feel? Look, we've been together for 20 years next year. I was 18. So, I don't think he cares. I do know a lot of the times – we were at dinner last month and someone actually came up to the dinner table and was like, "Oh my gosh. I'm so sorry. I didn't wanna disturb you through dinner but I know you from Instagram." And that is the first time that's happened, and oh my gosh, did he laugh. He laughed and laughed when we left. He's like, "Oh my gosh. That was like the most random, funny thing I've ever seen in my life. Since when did business people become like rock stars."

Jaime: We're cool now, geez.

**[Crosstalk]**

Tina: I'm like, "Dude, if you are in business, they're rock stars."

Jaime: We are awesome. I know. My kids look at me like, "Really, mum? Really? Really?"

Tina: **[Inaudible] [00:21:09]** some things. He's like, "Aren't you embarrassed for yourself when you do that?" I was like, "No, honey." Because he would put himself in it. So, my husband, super – private, introverted guy, and so he sees something **[inaudible]** he could never imagine doing that. So – like last week I did a presentation. There's 600 people on Zoom that I was talking to and he's like, "Oh my god. I would die in the corner. I don't know how you do it." So, he sees **[inaudible]** –

Jaime: So, you complement each other, for sure.

Tina: – very much.

Jaime: So, how did he end up working for you?

Tina: So, well he worked really hard when I was building my first business. So, that kinda worked – he supported me in a way that got to the level where a lot of his friends were saying, "Man, this woman's takin' all your money. You gotta leave her." He would work overtime. I would get the money that he earned, put it back into the business to build, and I did that for like two years. It was a long time. And I'm going, "Trust me it'll be worth it. Just trust me it'll be worth it," of course, at the same time going, "Is this gonna be worth it?" Anyway, so the business did take off. This is my

previous business.

And in 2013, it got to the stage where – him working full-time and where the business was at; I had little people and I couldn't – we were scrambling. We were going, “You know what? All we wanted to do was get married and have babies and this is not working. The baby's not getting enough attention and something's gonna give. And my business is taking off, I really wanna run with it.” And he worked for a paycheck; he didn't love his work. And so, he stopped work in 2013 and became at stay-at-home dad for six years. And then, after we sold that company, we then traveled around the world for a year, which was just like the highlight of my life. It's all downhill from there.

And then, we came back and he was gonna go back to work because his big concern was – he was never a guy – when we got married, he was like, “Well, you really want children, so we'll have children.” It wasn't like he pined to be a dad. And then, when we had babies, he was like, “Anh, baby,” nothing that exciting. Didn't really fall in love with them properly until they were like one, and then, oh my gosh, he just became the next-level dad. And as a dad of like five-year-olds and up, he's just epic. And so, he was really worried and going, “Now, they're hitting high school.” He's having this identity crisis.

What is he gonna do with his life kinda thing. And so, when – he went to start a couple of businesses and went to do different things and I was scrambling and I'm like, “You know what? I've gotta hire someone to do this, this, and this. I think you would be great at it.” But he didn't have the experience, but I'm going, “You know what? I don't think anybody has the experience. What we're doing is so new that I'm gonna have to train someone anyway.” And so, we said we'd give it like a six-month trial and do that because I wasn't sure how I'd go – it's very clear he works for me and some people – are okay with that and some people are not okay with that.

But one of the biggest reasons I never wanted him to work for the business was I didn't ever want people to think that it's a husband-and-wife business, and I really hated when I first – I was 20 when I started my first business and whenever we went to anything together, everyone would assume it was his business and I worked for him. And I just had this big thing in going, “I'm not doing that again. I don't want people to think you're the brains behind the operation.”

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- Jaime: I get it. Women empowerment. You're like, "Dude, me."
- Tina: "This is mine. You know what to do because of me." So, he started in there. That was three years ago now, and he has a very separate part of the business and it's fabulous. I love having him in there because it means we both have massive flexibility, so we both kind of – parent when we wanna parent and work when we wanna work and have a lot of leisure time. And like yesterday we went out to a like two-hour lunch together and had a seafood platter. We just have this very untraditional life which I love.
- Jaime: I love it. Gimme tips though because that's the other thing, especially when the female is the boss and the husband is not. Gimme some tips on working together like that.
- Tina: So, I am blessed that my husband has not a shred of ambition in his body. And I think, over the 20 years of our relationship, the main thing that has caused us problems is that he doesn't have ambition. There's been different times in my life where I'm like, "I am so far. I wanna take over the world. How do you not wanna do this? Do you not wanna do that?" He would be happy surfing four hours a day; happiest, most contented dude in the world. And I'm like, "Come on. Make sure that you want more," right? "You wanna push it." He's like, "No, don't wanna push it. I'm totally happy as we are." I'm like, "Oh my –" so, I'd go to buy a better house, a better something and he's like, "I'm really happy with what we've got now." I'm like, "What? No, we've living like peasants."
- Jaime: The antithesis of what overachievers need.
- Tina: So, we've had a lot of problems growing like that, but it's such a blessing because we never have these conflicting demands. Like, if I wanna go – like my book tour is coming up where I'll be going to 12 cities over the course of five weeks, so I'll be traveling a lot and I don't have another partner that's also having big goals and wanting to do that. He's like, "You know what? I've got you. You go do what you need to do. I've got the home looked after. I've got the kids looked after. Go for it."
- Jaime: Wow.
- Tina: He enables me to fly.
- Jaime: It's so funny because normally you would be like, "Oh, no. We
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need two of the powerful, overachiever people.” You're like, “No, it works out way better now.” Now, that you got over – because I'm sure when you're trying to make him something he's not and then when you realize he fits into this box ridiculously well, that's way better?

Tina: Right. Yeah. A lot of my girlfriends that have the equal kind of equally ambitious partners, they're at loggerheads all the time because they're like, “No, I need to do this,” and they're like, “No, I need to do this,” and it's competing priorities.

Jaime: Especially when you have kids because there's still – somebody typically has to stay home with them, even if they're teenagers.

Tina: For sure.

Jaime: How do you and your kids, I say, “handle” but – like my kids are always like, “Mom talkin' about the business stuff again,” do you know what I mean? And they go to a –

Tina: Yeah.

Jaime: – [inaudible] [00:27:41] kids' school. But how do your kids react to all of that?

Tina: Well, they've never known any other way. So, I'd been in business four years when they were born and they just had a cot inside of the – at that time, I had a retail toy store and so they had it there. I would have them in the pouch, and I would walk around the store, and just when I needed to feed, I'd just tuck it down and just pop them on and keep going and [inaudible] –

Jaime: In a toy store. These kids are like the luckiest kids ever.

Tina: – I know. I know. It was the best. I miss it. I miss it a lot. No money in toy stores but man, is it fun.

Jaime: That's exactly what I was thinking actually, like, “How much profit did you actually make in that?”

Tina: Walmart kinda killed it. How did my kids handle it? I think they don't know any other way. My eldest one's really good. He's got very high – EQ in going – sometimes he will say to me, “Mum, I need you. You've been working a lot and I just wanna chat,” and so we'll grab our hot chocolates and we'll go and sit on the beach

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and just do that. I find with my kids – and I’ve talked to them a lot about it as well – it’s quality over quantity. I’m not there as much as a lot of their friends’ mums are, but they’ve never had an issue with it because I love them up big time. There’s parts of their life that are very sacred.

In terms of bedtime, I’m there all the time. And I’m there there. When I’m there I am not doing other things and running around. I’m like, their face is in my hands, “Tell me about your day, beautiful specimen.” I am intense with my time. And then, we still bedtime song and lay there for half an hour and chat about the day. And we have all of our meals together as well; so, we have a sit-down breakfast as a family and we have a sit-down dinner as a family. So, while in the day, we’re then in all in our separate lives – we come together really well.

Jaime: How often do you work a week overall then -ish?

Tina: It depends on the season. So, normally my normal workweek is I do big days, Monday, Tuesday, Wednesday. Tuesday, I basically spend all day on Zoom. Monday’s a little bit of an organization day. Wednesday is usually content creation day. And then, I have Thursday through Sunday off. So, that is my normal week, and then in the course of a month, I have a whole week off. So, that is my normal programing. Because, in my master mind, we have a master class one week, a guest expert one week, one week off and then coaching accountability calls; so, that week, I normally take completely off. But at the moment, we’ve got book launch coming up.

We have a retreat coming up. We’re doing 13 events over the next couple of months. It’s just a busy season. So, I’ve been working six days a week for about the last five weeks.

Jaime: “Season.” So, tell me about the book.

Tina: **[Inaudible] [00:30:37] – Crosstalk.**

Jaime: When does it come out? What is it called? All the things.

Tina: So, *Million Dollar Micro Business* comes out on July first and I’m so excited about it. I have high hope – because we’re just small goal setters, so I’m just – my hopes for the book is that it’s gonna be a global phenomenon and be the next *4-Hour Workweek*. Easy.

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Jaime: Well, sure.

Tina: So, we'll see how it goes but it is very practical guidebook in how to package your expertise into digital online programs, and then it also has success stories from people like James Wedmore and Kayse Morris and Clint Salter and all of these incredible course creators.

Jaime: I know all those people. That's funny. Of course. What a surprise, you know all the people. That's so awesome. You must be so excited. But it is a labor of love. What's one thing that you've learned in the book process, whether it be marketing or creation of it that you're like, "Oh, everybody needs to know this if they're doing a book"?

Tina: Well, writing it hard. Really hard. This is my second book, and even when I was talking to a lot of my friends that are successful course creators and they're like, "I would never write a book." I'm like, "Why? You would write such a good book." They're like, "Tina, I could write a course with the same content and make millions. What you're gonna sell your book for \$29.95?" But, for me, I love books. I have learnt so much in my life from books. I go, "What you can get for 20 bucks if someone's all IP, and implement that and do that –" I think books are sacred and there's still a really beautiful place for them and I wanted to have that accessible – to the world, so I put it all in there.

Jaime: I think it's so funny. It's the blood, sweat and tears that goes into it, and it's like \$15. You're like, "Do you know how much it took to squeeze out this?"

Tina: I'm very much into instant gratification too. With our world, I will – we talked about lead magnets and things before. I'll create something, and then within the day it's out and I'm getting feedback; "Is this good? Is this not good? Do you like it? Do you not like it? How are we gonna do this?" whereas this has been worked on for over a year, and just the work and the work and the work with no feedback. Now, it looks like we're going into a big season of work, but it's actually the fun part now, going "All of the work that we've done now can be visible."

But I just can't wait for it to be out in the world because it's just – I cannot believe how many hours and hours and hours and weeks of going over things, and the editor and the colors and the – everything, and just going "I'm just sick of the – I just want it out."

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Market this baby.”

Jaime: I think everybody at the end of the book-creating process is like, “I don't care anymore. I'm just so sick of looking at the same thing over and over again.” Hopefully, everybody else will like it though when it's fresh and new. And the marketing – it's funny because most of my friends that launched books actually enjoy the marketing side, so –

Tina: I just wanna do the marketing.

Jaime: Do you have any cool things coming up? So, you're actually doing a book launch, which is, A.) pandemic weird, but also B.) that's a lot.

Tina: I know. I do think – look, we put so much effort into it that I wanna give it every opportunity, so it's kinda like there's no – I was talking to – I've got a PR guy who's doing traditional media when the launch is happening, and he was saying, “Well, would you say “yes” to this? Do you wanna do this stuff?” and I went, “Look, Scott, lemme be very clear. You will call me, there will be nothing I will say “no” to.” I will say “yes”. If there is an opportunity there and you're like, “I think I will bring this to you,” I will be going, “Great. If my time can make it work, I will make it work,” for the next two months. From the second I wake up to the second I go to sleep I will be promoting this book.””

Because I put so much effort into and I believe in it so much that I'm gonna do everything that I can to help it get out there in the world. And so, I'm pretty much a “yes girl” with that sort of thing.

Jaime: Considering I emailed you yesterday because we had a spot open up and you're here at 5:30 in the morning and I – you were sleeping for half of the day. I don't even know how you end up saying “yes.”

Tina: That is even more of a – because I'm not a mooning person, and I get up at 7:30, and so it was like I had a big going, “Oh.” But I know you. I've listened to your podcast before and I've seen you on different things and I'm like, “Oh yes, she's definitely worth getting up for.”

Jaime: Thank you. Thank you. Thank you.

Tina: There's actually not many people I would have said “yes” to –

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Jaime: Aww.

Tina: – at 5:00 in the morning.

Jaime: I love you, too. Everybody go buy her book so it's worth it. Okay, great.

Tina: You can get it at Amazon.

Jaime: But what's so awesome is to see the mentality of “yes” when it matters, not – it sounds like you say “no” in so many other aspects, and that's awesome. And then, when it's time to shine, then you say “yes” on purpose instead of just saying “yes” to everything all the time anyway?

Tina: Yes, that's it. And the boundaries is so hard, that is – like I mentioned Instagram DMs before and that sorta thing. Voice Memos are killing my life right now in going “Oh my gosh,” I cannot handle when people send me the voice messages. I'm like, “I don't have time to listen to all these.” And so, I write back and go, “Hey, can you just gimme the upshot in a sentence,” and I feel like such a dick when I do it but I'm going, “I just can't listen to all these messages.” And so, you do have to know where your boundaries are to say “yes” and “no” to things, but there are seasons where you go – at the beginning of business, there's so much that I said “yes” to that I wouldn't say “yes” to now because you're just tapped out with energy. But for the next couple of months – balls to the wall. The energy's out there.

Jaime: “Husband watch the kids. I'm over here.”

Tina: Talking about family, they've been prefaced for that. They know, September, all of this will be over. I would like it to last for years and years, but the intense part, it's gonna be done. The show is over by then. And so, we've got a holiday booked then. It will all be there. But they know that I'm gonna be quite absent over the next couple of months and they've been brought in on the process; they know everything that's happening. They know where I'll be and they get it. They get why.

Jaime: Well, expectations are huge because if you just went away, right, especially with kids in general –

Tina: Yeah.

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Jaime: – or anyone, expectations are what's really most important?

Tina: Yeah. Since they were about seven or eight, they've been in our 90-day planning sessions. So, we have board table meetings every 90 days where we plan out the following quarter and we look at the results from the last one. And they go for about three hours, and the kids have been in them since they were about seven or eight. So, I think it's important to include them in it, and weirdly, sometimes they'll have ideas that are fantastic – that you go – we were humoring them in the beginning, like, “Guys, what do you think of this? What do you think we should do? Do you think we should go this way or this way?”

And they'll say something from a completely different perspective that you're like, “Huh, that's actually really good.” I think it's important. And I think they're getting to the stage now where they don't care as much. They're in high school now. They're like, “Meh. Do what you want, mom. I don't care.”

Jaime: “Just leave me alone.” I've got a teenager also too. I'm like, “I used to be cool. Thanks. All right.”

**[Crosstalk]**

Tina: Used to be great. “Remember when you used to think I was funny?”

Jaime: I love it. But at least now you have more time to work. It's great. **[Inaudible] [00:38:07]** both sides of the coin.

Tina: Then we'll be sad.

Jaime: I know. We have to start wrapping up. I wish you could go back to bed after this, so hopefully you can get a little more sleep. But what is one action, besides getting your book, which everybody needs to do because she got up really early – one action listeners can take this week to help them for their goal of a million?

Tina: One action. You know what? I think, do the thing that you know you need to do. I do think that – a lot of people know the next thing that they need to do to move the needle in their business, but for so many reasons, it's not to do with the technical business aspects. It's to do with our mindset and how we get ourselves to actually do the things that we know we need to do. And so, my

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advice would be, that scary thing that you know is gonna make a difference, do the thing.

Jaime: Awesome. The thing that you just thought of that you're shoving down right now because you don't wanna actually be called out on it, that thing. That thing.

Tina: Do that thing. Everyone knows. If you actually ask people – if I get people and I go, “Tell me three things that you could do in your business that would help you to make an extra \$10,000 this month,” people can tell you three things. I’m like, “Well, why don't you do those things? Do the things.”

Jaime: I – have the exact same language as me. “Do the things. It's not that difficult.” Easier said than done, but still – I love. Thank you. Thank you for getting up early, coming on the show today. Tell us about your site –

**[Crosstalk]**

Tina: Oh, thank you very much.

Jaime: – where to find you, where to find the book, all the things.

Tina: So, you can go to [milliondollarmicrobusiness.com](http://milliondollarmicrobusiness.com).

Jaime: That's a great name.

Tina: It is, isn't it? There's a whole heap of resources with it. So, there's a digital workbook that goes with the book as well, so that you can get everything digitally of course because we're a digital business. So, you can get all sorts of cool stuff there as well.

Jaime: Awesome. And check out her podcast. Thanks so much for coming on the show today. I so appreciate meeting you.

Tina: Thank you.

**[End of Audio]**

**Duration: 40 minutes**