



## Marketing Moxie Podcast

### Episode 16 – Mastering Your Message with Rebecca Tracey

Show notes at: <http://www.maggiepatterson.com/episode16>

MAGGIE: Welcome to Marketing Moxie, Episode #16.

INTRO: Welcome to Marketing Moxie with Maggie Patterson where we get down and dirty on all things marketing for entrepreneurs. Maggie takes a practical, no holds barred approach to helping you take action on what matters to your business, all with her signature moxie and sass. Now it's time to roll up your sleeves and dive in.

MAGGIE: Welcome, welcome, welcome. In today's episode, we are going to talk message. Now message is one of those kind of vague, overarching, jargony-type words, but we have a guest expert today, Becca Tracey from The Uncaged Life, who is going to help us break it down. She works with solo-preneurs and what she's termed almost-preneurs to help them figure out their message. So if you're struggling with your message, trying to figure out what the heck your business actually is, and trying to gain clarity, you're definitely going to want to listen to my conversation with Becca.

Hey, everyone. I have our guest expert here, Becca Tracey from The Uncaged Life, and Becca is here to talk to us today about all things messaging. She is an absolute master at cutting through the crap, getting to the core message, and helping people get really clear so, Becca, welcome to the show.

REBECCA: Thanks, Maggie.

MAGGIE: So let's really get down to it. Like what is the biggest mistake people make with their messages and their messaging?

REBECCA: I feel like the biggest mistake is getting obsessed with it, actually, and I've been noticing this a lot lately. Getting obsessed and trying to find the perfect, like, Holy Grail of a message that's unique and it's going to stand

out, and it's never been heard before, and it's, you know, eloquently worded and clever but succinct. And getting obsessed with, like, finding that perfect thing, I think, actually really holds people back from figuring out what the real purpose of their message is. It's just making sure that they're really connected to their business and that other people have a sense of what they're all about. But I think some people take it a little bit too far and want to create something that's like mind-blowing, and that's where they get actually pulled away from their business and their true message.

MAGGIE: So let's say I'm in that state of, let's call it, messaging chaos. What would you recommend I do?

REBECCA: First of all, stop looking at what everybody else is doing. I think that's the number one thing.

MAGGIE: Hell, yes!

REBECCA: Don't worry about anybody else's message. Just focus on yours because I feel like where it starts to go astray is going, hey, well, I know what I'm doing, but this other person is already doing that, and so is this person, so mine has to be different from theirs. And then we start trying to create this like new thing that's not even really in line with us because we're trying to be different. So stop worrying about being different is number one, and just focus on what you're actually creating.

MAGGIE: Yeah, I think that's very solid advice because you see this when people start to come up with really clever titles, and you're like, what the what? I don't actually know what you do.

REBECCA: Yeah.

MAGGIE: Are you a health coach? Are you a life coach? Are you a yogi? I have no idea.

REBECCA: Dentist? I don't get it. Yeah.

MAGGIE: Yeah, and there's a reason dentists don't go around starting to call themselves, like --

REBECCA: I'm like a tooth wizard --

MAGGIE: A tooth artist.

REBECCA: -- magician and art --

MAGGIE: I'm a filling ninja. Like, they just don't -- you know, there's a reason why they have names.

REBECCA: Oh, no, that would be so awesome if they started to do that.

MAGGIE: I actually think I should get a dental client now just to see if they can jazz things up.

REBECCA: Yeah.

MAGGIE: What are the absolute like must haves in a really good, clear message?

REBECCA: So I think my approach on messaging, to be honest, I don't know what the approach on messaging is. This is just what I've created in my business. But my approach on messaging, I see it as there being two main components to your messaging. So there's like the bigger picture message of what you believe in, why you do what you do, and your point of view. This is sort of the more -- like it's usually a little bit intangible. It doesn't really tell us what you do, but it really tells us what you stand for. Does that make sense?

MAGGIE: Absolutely. I think that that's a really -- and I encourage people to do this so much. What do you stand for? Don't be wishy-washy. Don't try to please everyone with what you say. What the hell do you stand for? Please put a stake in the ground.

REBECCA: Yeah. And so I always like to give people the simple sentence of the best way to <blank> is to <blank>.

MAGGIE: Oh, I like that.

REBECCA: So like your business is taking a stance saying the best way to, you know, live your freedom, so that first blank is usually like your bigger picture why. So your best way to live your freedom is to <blank>. What do you believe is the best way for people to do that? And that's where you bring in a little bit of what your business is all about, but you're not, you know, you don't have to have an elevator pitch in here or anything. This is just like the general: here's what I believe, and here is how I think it should be done -- boom. That's the first component to messaging.

The second part that I work on with my clients is the more tangible stuff, so the who you're actually doing this for, how are you actually doing it, as in like what do you actually do with people to help them achieve that. And I think what I see is people either focusing just on one or the other. So they're really clear on what they do with people, but they have no connection to the bigger picture why or what their business stands for, or they have that bigger picture, and they're like: I believe in authenticity and freedom. But they have no idea what that means tangibly. So I really think you need to have both in order for it to be clear what you actually do, but also give people the bigger vision of what your business is taking a stand for.

MAGGIE: It's interesting. I mean, because of the copyrighting and publicity, this definitely crosses over into some of the stuff I deal with because I'll get people who will be like, oh, you know what? This is who I serve, but I don't actually know what I do for them, or how does this tie to a business

school? So I like that you've broken it into, like, here's the high level. Here's the, like, who you serve and what you do. And, you know, it just ties, bridges it together nicely because I do agree, there is such a gap there.

It depends on how your brain is hardwired. If you're like super in the clouds, it's going to be easier to come up with like the vision stuff. And if you're super practical, you know, the vision stuff is not going to come easily to you.

REBECCA: Yeah, which I think, especially when you're running your own business, you need to be super clear on why the hell you're doing this in the first place because when business gets really hard, and clients aren't coming, and nothing feels like it's working, if you're not connected to why you're doing this, like what your bigger picture is, you're going to lose all hope and want to quit, and it'll just become like any other job. So, you know, the higher level stuff isn't just important for your clients to connect, you know, to be able to connect with you, but it's for you to actually stay connected to your own business so that when all hell is breaking loose and you feel like quitting, you're actually connected to why you're doing it.

MAGGIE: You and I both know this, but I think that it's worth a little bit of discussion is what happens when you are in that state of like why the hell am I doing this. Do you have any things you do? Do you go back and look at stuff, deconstruct what you're doing and start over? What would you do with a client in that situation?

REBECCA: Oh, man, do you mean if someone was sort of stuck in the nitty-gritty, day-to-day work, and not feeling connected to their business?

MAGGIE: Yeah, I think there's the not feeling connected, and the second part is the idea that, oh, my gosh, I'm doing everything right and it's just not happening.

REBECCA: Hmm. Well, I think, for the not feeling connected, I like to just get people back in touch with why they're actually doing this in the first place, so there's a lot of why questions in there. So if someone is like, oh, well, I just, you know, I really believe in, I don't know, art and creativity, okay. Well, why do you believe in that? What does that open up for you? What does that open up for other people? And just getting them to sort of dive a few levels deeper into what originally had them connect with this business, because I always assume that there's something that had people start their business that they started. And if there's not, then it's probably time to scrap it and move to a new business. But usually there's a reason why people are really connected to what they're doing, but they've lost it somewhere along the way. So I just like to help them dig a little bit deeper into what matters about this to them.

And sometimes the only thing that matters is that they get to work on their own terms and have their own freedom and run their own time. And maybe they're not totally 100% connected and inline with, you know,

doing the actual work that's inline with their passions. And I think that's totally okay.

If your biggest fulfillment is that you get to spend time with your kids and your partner, and travel when you want to and, you know, there's no ceiling on your income and all of those great things that come with self-employment, then maybe that's your why, and maybe that's enough to help you reconnect. You're not going to, you know, go to your clients and say, well, all I care about is running my own time, so here's my business. But I think that's one way for you to get reconnected is to remember why you wanted to actually do this in the first place.

If someone is at a point where they are feeling like everything they've tried just isn't working, it's not -- and they're still feeling connected to their message, but it's just not working -- it's not usually a matter of them needing to scrap everything. It usually just means that they're focusing on -- their putting their focus on the wrong things in their business. So maybe they've, like, created packages that they're just not having fun selling or that aren't in line with their true strengths and what they really want to create. Or maybe it means there's a gap in the way that they're marketing it, so maybe it's just a matter of like a copywriting issue or figuring out how to turn what they know they can do for clients into language that their clients can understand. So a lot of the time, you know, it doesn't mean that we're doing the wrong thing. We just need to tweak little things about the way that we're actually doing it.

MAGGIE: You know, I think that that's solid advice because a lot of times people are like, ah hell, I'm done. And it's like, no, you have something really good here. You just need better copy and for people that actually know about you.

REBECCA: Yeah, and that's what you do, Maggie. And I think that it's easy to, you know, put up our website, and put a few things out there, and not get clients, and go oh, my God, I suck. My business sucks. It's never going to work.

But we're not, most of us anyways, aren't taught to be business owners. We're taught to be good coaches. We're taught to be Web designers, you know, whatever we are. But we're not taught business skills, so you can't fault yourself for not knowing those things. And it also doesn't mean that you're a bad business. It just means you need to invest, and do your research, and really learn all those other skills that you don't know.

MAGGIE: And, you know, I think this is why something like the program that you and Ellen are running, the Coaching Business Jumpstart, is so valuable because you guys, you know, you go through coaching school to become a coach, not to figure out how to price a package and billing, and how to use PayPal, and how to set up a website.

REBECCA: I know. And they don't teach you that stuff in coaching school. They don't teach you that stuff in most schools. They don't teach you that stuff

in business school, from what I hear. So it's a whole new ballgame jumping into this, and you can be really, really good at what you do, but if you don't know how to package it all up. And part of that includes messaging. Part of that includes your packages. Part of that includes marketing and PR. There's all these new pieces that you have to learn. I think that stat is, you spend 80% of your time learning to market and marketing your business in the first few years and 20% actually doing your thing. For me, it would probably be way less than that. I probably spent 95% learning to market and 5% actually working with people when I first got started.

MAGGIE: What would you say in the first year of business, from a messaging standpoint, from a marketing standpoint, because I know you work with more baby business owners? What things do you think they really need to figure out in that first year?

REBECCA: Definitely there's two elements of messaging.

MAGGIE: Yeah.

REBECCA: So the bigger picture of what you believe in and why, and who you do it for. And most new businesses are way more connected to the bigger picture. They usually come in with a big vision and, you know, a big sense of purpose, and then they really hesitate to narrow it down into something specific and tangible. And I totally get it. I was there. Most new entrepreneurs are there. They want to start really big and broad. But if I've learned anything, from a sales standpoint, it's really hard to market. Even if you have a super clear message, it's really hard to market a really big, broad package or service or business. It's a little bit too vague often, often enough.

MAGGIE: That's interesting because I was reading something this morning about content marketing, and they were just talking about the content marketing and how, for your content to be truly effective, it has to really create that sense of community. And it's really hard to create a sense of community when you have this broad-based: "Welcome, everyone; I'm going to help you fix your life," type message.

REBECCA: Yeah, and I totally get that. It's hard to, you know, niche in, if you want to call it that, because when you start out you're like, well, I want to help all these different people. And for some people that's just the process. And I've worked with, you know, hundreds of new entrepreneurs, and many of them just refuse to pick something, so that's fine.

I'm not here to say you have to pick a niche because I think that it's a process to get to that perfect point. But what you do have to do is start taking action. So once you're clear enough, like once you're like okay, this is my message-ish, this is kind of who I work with-ish, but I don't really know, you have to get started, and you have to work with, you know, tens of people and maybe even hundreds of people to help you hone in. I think it's a mix between getting 70% clear and then actually

starting, and then coming back and refining your clarity, and then taking action on that. It's kind of a chicken and an egg thing so that the most important thing is to get started.

MAGGIE: I think that that's really solid advice because a lot of times we get so, so, so stuck on things that just don't matter because we can refine as we go. We can change our website. We can change our message. You can rewrite your Work With Me page. You can change your services. Instead of just waiting for that perfect moment, just frickin nail it down and get going.

REBECCA: Yeah, like you have to start with something, so start with whatever you've got, and then figure it out from there. You know, I didn't start doing the same business that I'm doing now. I started with like three different niches, and I was doing all these different types of packages. And in my first year I probably had, you know, over 20 packages. So I know a thing or two about what works and what doesn't. But I needed to do that to get to the point where I was really clear and specific about my expertise. So I started with enough of a niche that I had a few kind of sub-niches, as I like to call them.

MAGGIE: Yep.

REBECCA: And I knew what my bigger picture message was, but I couldn't narrow down the really specific stuff, so I got started. And that came as I went.

MAGGIE: It's interesting because even just my experience was finding, you know, I'd hear something from a client, and I'd go, wait a second; that could be something.

REBECCA: Yeah.

MAGGIE: That's where I got all my best ideas.

REBECCA: And that's like, I feel like that's the secret that they don't tell you when you're starting a business. It's like, you just need to find the types of people that you think you want to work with and find out what they want, and then just make that. And we often tend to go about it backwards. We want to come up with a message and then create our signature package that includes everything that we do in one big shebang, and it's like six months long. And, you know, we fill in everything.

And our clients are sitting there telling us, like, yeah, but I just need help with this one specific problem. They're telling us exactly what they need, and we're like, great; I'm going to turn that into this huge, high-level thing. And it's really hard to sell when you don't have the numbers, you know, behind your email list, or you don't have the eyeballs on your site to sell such a great package. And it's so much easier to just start with one really small, problem-based package that really solves one tangible thing for people, and get known for that, and then start to broaden out later.

MAGGIE: Okay. So this brings up a good point about -- this is something I've been mulling over because I do most of my work as one-on-one. I do have some group programs, but a lot of people, when they're starting out, I think they have this idea that they can just start, and they're going to have this fantastic group offering and, you know, hundreds of seats sold. So how do you kind of bring people back down to earth on that in terms of, you know, spending some time actually one-on-one, hands on with their customers?

REBECCA: Yeah. Well, you know, when I started, I didn't love one-on-one. I thought I wanted to be working in groups. But something in me knew that I had to do one-on-one in order to figure out what to offer in a group. You know, the stat -- and I was actually just -- I did an interview with Kendrick Shope this morning, and she mentioned the stat too. It's so important to bring up. Something like 1% to 3% of your email list will usually buy from you. And that's like an average, and obviously there's people who have more success and less, but that's sort of an average number.

MAGGIE: Yep.

REBECCA: So when you're selling group stuff, it kind of becomes a numbers game. And, you know, if you're having trouble selling your four one-on-one spots every month, can you really get enough people to join a group? It's just not likely. It's just a math thing at the end of the day.

MAGGIE: I've heard that stat so many times and, you know, quote that to clients. I'm like, yeah, maybe we need to settle down and get back to some one-on-one work here.

REBECCA: Yeah. And I almost hate quoting it because I hate putting that limit on what's possible for my clients, but it's a fine balance between encouraging them to go for it and setting the reality of, like, it's not likely that it's going to happen, but go for it, you know. So it's a tricky one because I don't want to say it's not possible, but for most of us that's not the only reason. So for most of us, first of all, we need to be confident in what we're selling, especially if you're selling it to a large group. And the only way to get that confidence is through doing it over and over and over again, usually one-on-one because, with one-on-one, you can tweak your process. If you fuck up, you can fix those mistakes as you go. You can get direct feedback from your clients.

But as soon as you have a group, it's way harder to course correct as you go. Way more challenging to make sure that the content that you're putting together is actually going to work to be taught in a group setting. Is going to be good enough that all of these people are going to benefit from it.

You can really only learn a lot of that stuff from doing one-on-one, so I always think, like, there's no magic number, but I think you have to have worked with at least ten clients one-on-one before you turn anything into a group, but likely more than that. It's almost more about the length of

time that you've been doing it because you need to get that feedback from people. It's impossible to sit there, you know --

You know how many group programs I had planned in my head when I started? And I ran them, and nobody signed up. I created an online course in my first year of business and nobody bought it because they were coming from my head. They weren't coming from what my clients were telling me they wanted. There was a huge disconnect, and it was a huge lesson for me to learn.

So I went back to one-on-one, and I hustled it, and I put in my time. And then I got to the point where I was like, okay; this makes sense to leverage in a group. I have the clients. I have the numbers behind me. Everybody is asking me for the same things. I can nicely fit this together into something that I could run in a group. But I didn't know that right away. There was no way I could have known.

MAGGIE: You know, I think, for me that was a bit of a harsh realization. I was like, oh, what do you mean I can't just start running these programs? That's why I want to be online.

REBECCA: I know, right? That's why everyone wants to be online, and it's possible. It's possible to get to the point within one year or two years or three years in your business where you are selling programs online. And I can tell you because, I mean, you've seen Ellen and I just re-launch our coaching --

MAGGIE: Yeah.

REBECCA: -- Coaching Business Jumpstart. We just spent over \$5,000 to put that program together. That's not money that a lot of new entrepreneurs have. And I think that what people don't realize, and we're kind of talking more about like online courses now than groups --

MAGGIE: Yeah.

REBECCA: -- is that it takes a shit-ton of money and time and resources and tech knowledge to put together a course. So aside from sourcing the content and making sure that the content is actually something that people are going to want to buy, the actual setup, it's not just like write a PDF and throw it up online. You know, if you're putting the energy into creating a course, that's not going to do it justice.

It's not just a simple thing, so it really does deserve the research behind it if you're going to be investing in actually creating something that is going to stand the test of time. I think enough people don't talk about that.

MAGGIE: Yeah, halleluiah.

REBECCA: About how much it actually costs.

MAGGIE: I think the other thing that people don't talk about is, you know, I love what you said earlier about this idea of keeping your eyes on your own paper because that's what I tell people to do all the time. I'm like, stop looking. Stop! Stop!

REBECCA: I know.

MAGGIE: Because what happens is we hear these awesome, like, look at me success stories. I made \$80,000 in my first launch. And that's what we remember because we don't hear about the 99 other launches that were complete busts. I mean, I don't want to be, you know, the bearer of bad news, but I think that people need to put their feet back on the ground and say here's the way it really is.

REBECCA: I know. It's so tricky, like, I'm not here to tell people what's possible and what's not.

MAGGIE: Definitely not.

REBECCA: And I can only speak from my own -- well, that's not really true. I can't only speak from my own experience because I see a lot of other people going through it, but I only have my own experience to compare it to. And I feel like I went into this business as sort of an average girl without a ton of knowledge in terms of online business. One of my clients is in the same boat, and the average amount of time that I see it taking is like two to three years for you to get to that point where you're like, oh, okay, now I actually know what I'm doing. Now I can start to really ramp things up.

So, you know, I hate to say it takes a certain amount of time or certain number of email subscribers or any of that stuff, but it kind of does. It kind of does. And I'd love for somebody to come out and prove me wrong. I'm happy to have examples of, you know, case studies where this wasn't the case, and they do exist, but I think it's the exception rather than the rule.

MAGGIE: And you know what? I always say I love a good exception that proves the rule.

REBECCA: Yeah, I know, right? Like, I love that. And even in terms of my business, I'm only going into my third year. And, you know, a lot of the feedback that I get from people who have been watching me is like: you did this really fast. And fast to them meant two years, so that's something to keep in mind. Like, you know, overnight success is at least a few, has at least a few years behind it.

And I think my story has fast tracked because I'm just, by my nature, I'm a fast implementer. I'm a really fast learner. I'm a hustler, so it went a little bit faster for me. And two years is still considered fast for things to really start moving.

MAGGIE: Well, you've got sheer force of will behind you, Becca.

REBECCA: I do. I like to -- you know, I think that one of my strengths is just, to me, things feel easy. And I don't let myself get too caught up in obsessing over the details or making sure everything is perfect. I'm a really fast implementer, and I really attribute that to getting to where I've gotten now. So it was like, hey, I know my message-ish, and I kind of know who I work with. Let's just, like, get this done and figure it out as I go. That's kind of what I teach my clients to do now because that's what worked for me, and that's what I see working for most people is jumping into action versus planning everything out to a T.

MAGGIE: Oh, yeah. You can only plan so far.

REBECCA: I know. It's a procrastination strategy at the end of the day. Too much planning is just procrastinating at some point.

MAGGIE: You know though, I think this makes me want to dig a little more. I don't know if it's another episode, but what is fast online growth, because I had someone say to me last week: you've grown so fast. I'm like, what? Yeah, I've only really had an online business for six or seven months, but I've had a business for nine years.

REBECCA: Well, exactly, and that's one of those exception things where you see people, like, all of a sudden show up in the online space, and they're like, I made \$100,000 in six months. But what's omitted is that they've been running other businesses --

MAGGIE: Yes.

REBECCA: -- for like ten-plus years, and that makes a difference. They have marketing knowledge. They know how to sell. They're confident putting themselves out there. Those are all skills that you don't just have unless you've already had your own business. You might have quick success online, but the scope of your business journey has been long.

MAGGIE: Yeah, that's the exact same situation I was in when I started my business right out of the gate. Like, yes, I had amazing success for a brand new business, but I also came from a consulting background, so I knew how to do new business proposals. I knew how to bill. I had the fundamentals there.

REBECCA: Mm-hmm.

MAGGIE: So it was the same thing with the online business. I mean, this is the stuff I've been doing with clients for a long time, so I kind of have an unfair advantage.

REBECCA: Well, you're taking your expertise and, like, using it in your business, which makes sense. And I think that the most important thing for everyone to realize is that most of us starting an online business don't have those skills.

MAGGIE: Exactly.

REBECCA: It's just going to take us longer, or we're going to have to invest a lot more to learn them, and that's just the reality of it. It doesn't make you worse than those other people like you, Maggie, who has had quicker success. It just makes us have to hustle a little bit more.

MAGGIE: Yeah, and, you know, I am a huge fan of the hustle and just using that forward motion to your full advantage.

REBECCA: Yeah. Well, what's the other option? There's not really one, so.

MAGGIE: Well, I think that if you're in enough online groups, you see that there are other options. There's the wallowing option.

REBECCA: Yeah, there's the wallowing option. There's the, like, perfection option, like waiting until everything is perfect before you do anything. There's the quitting option. But, you know, that's not fair to say because I actually do work with a lot of people who, their life situations kind of dictate them to not be able to hustle. They're raising kids.

MAGGIE: Yeah.

REBECCA: They have a full-time job. They have other stuff going on, and they have to grow it slowly. And I'm all for that. I think that the more that you can take the pressure off to make it all happen right away the better, so keep your day job.

I actually went and got a job when I started Uncaged because I hadn't been working for a year just out of choice. I had a little sort of funemployment year, and just went and got a job when I started it because I was like, ooh, okay, I don't want there to be pressure. I need to be making my rent without putting the pressure on this business. And I think that's fantastic, so there is another option. Your version of hustle is going to look different.

MAGGIE: Yes.

REBECCA: When I think of, like, #hustle, it means just don't give up. Keep going and figure out your way of doing it, but don't stop. Don't give up.

MAGGIE: Yeah, and I like that you brought up the idea of the bridge job of the thing to take the pressure off because, ultimately, we never make good decisions when we're in a place of desperation.

REBECCA: No, and I've worked with clients who were there. And the hardest thing to tell them is that they need to just, like, calm it down and expect it to take longer. Nobody wants to hear that. But I can hear, you know, I can tell by the tone of emails and, like, voices on the phone that they're serious

desperation and stress and anxiety and oh, my God, this has to happen overnight.

You know, they're terrified about investing money. They're terrified about making any really strong decisions either way. And it shows up in their business. The stress and desperation shows up in the way that they're putting stuff out there and the way that they're skipping over the really important steps of doing their research, of getting clear on their messaging because they want to fast track everything.

It's really hard to tell them that that's just not possible. Actually, I can't work with people when they're in that state. It puts too much pressure on me --

MAGGIE: Yes.

REBECCA: -- as their business coach to make it happen for them. I'm like, whoa, that's not, you know, I can't guarantee that. I'm sure you see that too because you probably get a lot of people who are like, okay, I need my PR done, and they're probably not ready for it. What do you do in that case?

MAGGIE: You know, that does come up a fair bit. I think that it came up more in the beginning for me. Now I have a better filter on it, let's say. I've refined my processes over the last few months. But, you know, the thing is, oh, I need to be famous. What? I need a book deal. Whoa! I'm like, have you ever done a guest post? Slow down. Or, you know, I want to be --

REBECCA: Do you have a website yet?

MAGGIE: Yeah. I want to do a TEDx Talk. And it's like, have you ever spoken? No, I actually don't really like speaking. I'm like, hold on!

REBECCA: Yeah, it's so hard because I love when people have those big visions.

MAGGIE: Yes.

REBECCA: I'm like, hell yes. That's the vision. Let's keep that there. But let's figure out what you need to do today --

MAGGIE: Yes.

REBECCA: -- to actually start getting there.

MAGGIE: And that's what I really try to focus on is, you know -- and we've worked together, Becca -- is what are all the steps to get you where you want to go ultimately.

REBECCA: Yeah, and most people don't know. They're just like, well, that's what I want you to tell me. And then you tell them, and they're like, oh, but I

don't like those steps. I want faster steps. And you're like, but I don't have any faster steps. That's the steps.

MAGGIE: And, you know, I think that a lot of those things are like the entrepreneurial equivalent of like a McMansion type house. It's an ego thing. It's a status thing versus a really smart business strategy.

REBECCA: Yeah. Well, it's like somebody going into their first year of a Bachelor of Science degree and saying, okay, but I just want to be a doctor. So what can we do so that I could be a doctor next year instead of have to wait eight years that it's actually going to take me? That doesn't lead to good skills as a physician, I'm guessing. But there's just, you know, it's a process that you can't fast track, and I think it needs to be seen as that.

MAGGIE: Yep, totally. Well, you know what, Becca? Where can we learn more about you? This has been a great chat. The time has just flew by. We have covered so much stuff that I didn't even expect, but that's the way we like to roll.

REBECCA: Yeah, well, I'm at [TheUncagedLife.com](http://TheUncagedLife.com), and I'm on Facebook a lot, unfortunately. No, I love Facebook.

MAGGIE: No, really?

REBECCA: What? No! Yeah, I'm hanging out in my private community a lot. But, yeah, my website has it all there, so you can find me there.

MAGGIE: And, you know what, guys? If you are newer in your business, definitely join Becca's Uncaged Life community on Facebook. It's awesome. There are some really smart, smart people doing some great things in there.

REBECCA: Yeah, and I think it's so important. You can't start a business by yourself. You need other people who are at the same level as you who are like going through the same shit so that you feel normal. And I think that's the biggest value of the group. It's like people can see that they're not the only ones struggling with these things, and they have that support to help them get through it.

MAGGIE: Yeah. I had an online discussion yesterday in a group about sending out emails with wrong links. And everyone was like, oh, I've done. And whoever posted it was like, oh, thank you.

REBECCA: Yeah, oh, I do that.

MAGGIE: We all do it, right? Or, you know, you make a mistake in your blog post. It happens, so just know that you're human and other people are there on the journey.

Thank you so much, Becca, for your time, and your wisdom, and everything else.

Message is one of those things. I'm sure you heard that in the conversation with Becca is it's so nuance. There's so many parts to it, but it's really important that you don't get stuck. So let's dive into our three takeaways for today's episode.

I loved how Becca broke out that a message is two things. On the first part, determine what you stand for. I think it's really important to know what you and your business stand for, and try to be very specific about that.

And then the second part that she broke out is be very clear on what you do and who you do it for. That what you do and who you do it for often is lacking in clarity because you want to say, oh, female entrepreneurs. Well, you better narrow down those buckets a little bit more so you can be highly effective.

Takeaway number two, remember you can be really good at what you do. You might be an amazing coach. You might be an amazing Web designer, but you're probably going to have to take some time to learn the business. You need to honor that. And you need to get the space to be able to invest in yourself to master the basics. That might be a program. It might be something else. But you really want to make sure that you understand that you're not supposed to be instantly good at everything when it comes to running a business.

And, takeaway number three, refine as you go. Understand that you and your business are a work in progress. Start where you are today. If you never start, you're never going to get to the next thing, so just start on or where you are today and move ahead.

That third piece of advice really hits at the heart for me for an entrepreneur because it's never a good time to do things. It's kind of like having a baby. It's never a good time to have a baby from a budget point of view. So sometimes the investments you're going to make in your business, they're going to hurt temporarily, but they are going to pay off for the long-term.

I can think of many, many investments I have made over the last year, as I've been changing up my business, that maybe weren't the best ones, so I should have done a little more homework. But the majority of them, they really have paid off for me in spades now. So be really choosy, but don't be afraid to invest in your business.

I hope you enjoyed today's episode. If you want to get the show notes, hop on over to [www.maggiepatterson.com/episode16](http://www.maggiepatterson.com/episode16), and you can grab them over there along with some messaging exercises to help you get clear on your message.

If you loved today's show, please, please leave me a review over on iTunes. I love reviews! Seriously! It's addictive! I have a little tool called

Comment Cast. I'm a little addicted to refreshing it because I love seeing a new review come in. So you can make my day and put a smile on my face.

And we need to get back to giving some shout outs to you in the next couple weeks. I've been recording really far ahead, so sometimes there's a delay between when you comment and when I can actually mention it, but I really do appreciate you letting me in your car, in your ear buds, into your life. And that's a wrap. I will see you again soon for another episode of Marketing Moxie.

OUTRO: Thanks for listening to Marketing Moxie with Maggie. Visit our home base at [www.maggiepatterson.com](http://www.maggiepatterson.com) for show notes and more episodes.

**Show notes at: <http://www.maggiepatterson.com/episode16>**