



## Marketing Moxie Podcast

### Episode 39: Getting It DONE with Liz Brazier

Show notes at: <http://www.maggiepatterson.com/episode39>

MAGGIE: Welcome to Marketing Moxie, and I am your host, Maggie Patterson, where we take a rollicking romp through online marketing. Today, we are talking about the business of business with our guest expert Liz Brazier, and we are honing in on accountability. Let's go.

INTRO: Welcome to Marketing Moxie with your host, Maggie Patterson. This show is dedicated to practical and proven, online and offline, marketing ideas that you can take away and apply to build your business, all with Maggie's signature, to the point, style and sass. Let's go.

MAGGIE: Liz Brazier is our delightful guest today. She has a lovely accent. She also is loyal to the Queen like I am because she is from New Zealand and part of the Commonwealth. Many people don't even know what the Commonwealth is, but it means we follow the Queen, so we're very excited about the new royal baby. Just kidding. But we may talk to you about leaders or how to say the word "zed" or "Z" properly.

Liz is an accountability coach, and she is absolutely amazing. She helps people stay on track and actually reach their goals, which sounds like it should be easy, but I think we know it's not always. Let's listen in on my conversation with Liz.

Hey, everyone! In this episode of Marketing Moxie, we have Liz Brazier on, and we are going to talk about how to get the right shit done. We are going to talk about accountability so that you're actually moving ahead in

your life, in your business, and you're not just stuck in a sea of somedays.  
Liz, welcome to the show.

LIZ: Thanks so much, Maggie.

MAGGIE: Accountability: This is like a big concept. I mean I get it. I've had accountability partners. But, you know, it's one of those things you know we need it, but we don't actually necessarily do it. How do we make it part of that day-to-day routine?

LIZ: Yeah, it's a great question. Yeah, accountability is one of those buzzwords that can be out there, but, yeah, how do we actually use it, make it and, yeah, turn up in our lives? I mean, there are the accountability partners or buddies that it sounds like you've had in the past, Maggie, so that's great to have, so they can obviously be telling someone --

MAGGIE: Yeah.

LIZ: -- what you're going to do it. I do believe there is that old, this is telling someone. Maybe you put it on the Facebook wall or in a private Facebook group, but that definitely is key is letting someone know every day or maybe on a Monday--this is what I'm going to get done--and then make sure there is a check in that you are going to be held accountable to it.

MAGGIE: Yes.

LIZ: That's one way to do it when you're interacting with someone else. Another way is to set a timer.

MAGGIE: Oh, yeah!

LIZ: So to go off, maybe -- I like twice a day, and it could be at random times. And the question could just be what are you working on. I've even shortened it down to the word *now*. What are you doing right now? Is it what you're supposed to be doing? Just to kind of make yourself accountable as, like, actually no, I'm on social media, I'm on the couch watching TV, or I'm reading something, or you say I am in the right place or I'm in inbox, so just to kind of bring you back to what you're doing right now in the moment.

MAGGIE: I love that because then it's like a pattern interrupt, and you go oh, wait.

LIZ: Yeah.

MAGGIE: Ooh, I wasn't supposed to do that, because I think that's the danger, especially where you have a very, like, computer-based business. I mean, you decide you're going to send an email to one client. The next thing you know, you went on Facebook to check something someone else asked, and then it's turned into you've fallen down the rabbit hole, literally.

LIZ: Yeah, yeah, absolutely. But definitely it's key with accountability is to be really clear on what you are working on.

MAGGIE: Yes.

LIZ: Because then you know if you are off track because a lot of times we can be -- I always love that, you know, busywork. I mean, busywork is just sort of - it's BS. We're all busy, but it's got to be on the right things. That's what happens a lot of times. We're busy. We're busy. You look like we're doing a lot of stuff, and we are, but I'm not convinced at times it's the right stuff, Maggie.

MAGGIE: I hear you. We're all guilty of it.

LIZ: Yeah.

MAGGIE: But at the same time, I will say there are some times when you just need to let things happen.

LIZ: Yeah, and I think differently for a woman. Not to say men aren't -- well, men are different. We are different. But I think, for a woman, we do need to let some things happen, and we have different cycles in our lives or in our month, so that's okay. So it's also important not to be beating yourself up. I really find that, as a woman, are a lot harder on ourselves, and that can actually affect our productivity. If we get to a Friday and we didn't get done what we told you, Maggie, we were going to get done, we can get pretty down on ourselves, and I don't want that to be what accountability is about.

I like to ask my clients or, you know, any groups I'm in, "What stopped you getting it done? Was it because you chose the wrong thing? Did you get distracted with something? What could you do next week so you set yourself up for success versus, oh, you know, yet again another week went by I didn't get done what I said I was going to get done?"

MAGGIE: Yeah. You know what's interesting to me? I tend to find, with myself, if there's consistently something I'm not getting done, once I actually crack into why I'm not doing it, a lot of times it's because I don't need to be doing it.

LIZ: Yeah, yeah, exactly.

MAGGIE: And I just need to let it go.

LIZ: Yeah.

MAGGIE: What are two or three power tips you have for people to start creating more accountability in their business? I know that, within the business realm, we often have that huge to-do list and not enough time to do it, and most of it is critical.

LIZ: Yeah, that is difficult, and we're definitely balancing a lot of plates. We're juggling a lot of balls. I mean it's just the reality of being a business owner.

MAGGIE: Yeah.

LIZ: I love the question, like, what is the one thing or the top priority that will make a difference in my business and life this week? I say business and life, Maggie, because I feel that's so integrated.

MAGGIE: Yes.

LIZ: Especially also a woman. We are an extra emotional being, and that's a great thing about females, but it's important to look at what's going on in our life and what's the key priority or one thing that will make a difference. That's the first thing I want you to ask yourself around accountability is what is the one thing, the key priority that will make the most difference in my business and life this week.

Then, it is also looking at that to-do list, which can be overwhelming, and I don't want us to get overwhelmed. But I love categorizing things on a to-do list.

MAGGIE: Yes.

LIZ: It's kind of like if you can categorize things into: is it client outreach, is it content creation, is it admin? Whatever the right categories, of course, for your business, but if you kind of categorize them, then you can kind of look at a particular category and focus in and pick out the one or two things within the category versus this huge list of 50 things that you just don't know where to get started. That's probably more about just getting clear on what some of the right things and how to get started.

Then, when you've got that clarity, it is as simple as telling someone, having an accountability partner. Obviously a business coach is great, but I think it's just really leveraging your community and these private Facebook groups, and just putting it out there.

MAGGIE: Yes.

LIZ: Or it is sending yourself a reminder on your smart phone, maybe Monday Wednesday, Friday, with what that one thing is, which could be content creation or working on my speaking page. Who knows what it is, but that you just have two words that could just come into your mind that's the mantra for that week so you stay focused.

I also love the Post-It note. That's always a good one. You know, just write it.

MAGGIE: Yeah.

LIZ: But again, making it just two or three words because too much stuff, too many things on the list, it's just too much clutter in our brain, and it's really hard to be held accountable when we're not even clear in our own brain just because we do have so much to do.

MAGGIE: I love that you brought up just like using that one kind of word to remind you because I do things like, if I notice I'm falling into a pattern of staying up to late, I will put a calendar reminder at a certain time in my calendar online that says, "Sleep."

LIZ: Yeah. Yes.

MAGGIE: And it comes up, and I'm like, oh, yeah, you need to go to bed.

LIZ: Yeah, exactly. Yeah.

MAGGIE: Because sleep needs to be a priority because, for me, given the choice, I probably would never sleep. I think it's kind of a waste of time.

LIZ: Oh, Maggie! Oh, no, no, no. Actually, the real secret around productivity, are you ready for it?

MAGGIE: Sleep.

LIZ: We can hire all these productivity coaches and that, but if you don't get your sleep, you aren't going to get anything done.

MAGGIE: Yeah.

LIZ: You ain't going to get shit done.

MAGGIE: Yeah. And, you know, it's an interesting -- sleep is an interesting thing because if I don't sleep, like, you know, I kind of fall into my shorter night patterns, then I just totally crash on, like, night three or four, and I have to sleep like 12 hours.

LIZ: Yeah.

MAGGIE: It's not a renewable resource.

LIZ: No.

MAGGIE: It's a finite one, and I need to put enough bucket, you know, hours in the bucket every night or I get into trouble.

LIZ: Yeah. No, you get it my favorite topic around energy management versus time management, and sleep is key, so yeah.

MAGGIE: Yes. Yeah.

LIZ: That's really important.

MAGGIE: The problem is, once I start sleeping, I don't want to stop ever.

LIZ: I must admit I do love sleep. I won't deny it.

MAGGIE: Yeah, well, it's good to love something, right?

LIZ: Yeah.

MAGGIE: And sleep is a good thing to love.

LIZ: I know. Funny. One good vice my life. We won't talk about my love of red wine or anything else.

MAGGIE: But sleep. We'll just pretend that's our only vice, right?

LIZ: Yeah, if only. Exactly.

MAGGIE: Liz, I know you're focused on not just crossing stuff off the to-do list, but getting the right shit done, the stuff that really, really matters.

LIZ: Right.

MAGGIE: I know for me that's been really powerful in my own business. How do we really differentiate between what you were calling busywork and the things that actually make a tangible impact in our business and in our life?

LIZ: First, I like to talk about that one word that I know that you like, Maggie, and a lot of time with clients we talk about a word for the month or for the quarter.

MAGGIE: Yep.

LIZ: What is that? Is it guest blogging? Is it revenue? What is that thing that's important to you that you want to focus on: list building, whatever it is? And having that top of mind so that what you're working on each week, that's what you're focused on. Like, is this bringing revenue into my business? Well, if it's not, do you really need to be doing it?

MAGGIE: Yeah.

LIZ: I feel you've got to tie it into what your priorities are and figure that out because, you know, we also -- we could be really good at kidding ourselves, so that is important. I think we do know deep down if it is busywork, and so, you know, we can kid ourselves. Then we go on Facebook and everyone looks like they're just doing so fantastically in their business. It's like, oh God, maybe I should do Facebook ads. But if your focus is guest blogging, don't do Facebook ads, et cetera. Again, what is the priority to move your business and life forward for that month

or that quarter, and then make sure what you're doing week in and day in/out is a step towards that.

MAGGIE: Yeah, and I think what's interesting about that is it kind of gets into this whole thing of, like, understanding what your goals are, but also understanding what kind of your core purpose and your why is because if all the stuff you're doing doesn't align with that, eventually you're just going to end up doing work for the sake of work.

LIZ: Yeah, and eventually you're going to look around, and you think I'm just a me-too. I'm just working, but what am I working for? What's my passion? I have to be honest, Maggie. I've gone through something like that in the last month to six weeks where I've taken a step back because it was like I didn't feel I was doing anything unique in some of the things I was offering or putting my voice out there as much as I thought I was. Sometimes you need to take a step back and get reconnected to what that is.

MAGGIE: Yep, for sure. It's like I wrote a blog post a couple weeks ago about ideas. We tend to be such innovators and creators and idea generators that we get so stuck on implementing new ideas when we're not actually giving time and space to the things we've already done.

LIZ: Yeah. I like that. Yes.

MAGGIE: Yeah. Yeah, I think it's important and I got really good reaction because people were like, "Whoa!" because I have been literally on an idea hiatus, and my business has never been better.

LIZ: Yeah, I like that. Yeah, so it is interesting to take a step back. But accountability and goal setting, they're so intertwined. I love people that set goals, and I think that's important. But there's an interesting statistic for those that love statistics and listen to your podcast here. If you write your goals down, Maggie, there's a 39% chance you'll achieve it versus if I didn't write them down.

MAGGIE: Yeah.

LIZ: That's great. Your 39% hitting them, Maggie, which is no doubt about it. You're a smart lady.

MAGGIE: Yeah, I just updated my 90-day plan.

LIZ: Oh, there you go.

MAGGIE: I refuse to commit to long-term goals because things change, but 90 days I can handle.

LIZ: Yeah, I like 90 days too.

MAGGIE: What do you do, Liz, to keep yourself personally accountable because, you know, obviously you're going to walk your walk?

LIZ: Yeah. No, absolutely. Well, the key is then taking what those goals or 90-day plans is actually telling people, and that actually increasing it to 76%. For me, I have a mastermind group that I'm part of. It was a paid group for a year, but we've continued on.

MAGGIE: Awesome.

LIZ: And that's where I communicate with what I'm up to. I am also, because I'm talking with clients, I have my own private Facebook group with clients, and I check in with them on a Monday: What are you being held accountable with? And then check in again on a Friday. That also helps me because I'm in this game that, you know, when you're writing and typing something, I'm thinking, oh, yeah, what am I going to get done, or I better answer that question: What's my key thing this week, or what's my keyword for the quarter? That does help me, but having to tell my mastermind.

I'm also really big at the moment around something new I'm starting is called truth Thursdays and actually telling the truth of what is truly going on because I'm finding --

MAGGIE: Yes.

LIZ: -- that there's a lot of BS out there, I think. I'll say it's BS. Some of it might be unfair to call it BS, but I think everyone is looking like everything is perfect, and it's not. There are challenging times. And I think what I've found for me personally is I've started telling the truth of where I've been struggling or unsure about some of what my next focus is or what I want to be helping my clients with and when I'm starting to work with a different client, working a lot more with women, as I came from a very corporate background, Maggie.

MAGGIE: Yep.

LIZ: So I was working with a lot of men. But I feel like sort of once I've been telling the truth that I've been struggling with some empathy or been struggling with some motivation that actually that helped me because then I actually felt more inspired to get working once I got it off my chest to my private mastermind group, you know, the things I'm struggling with. So I think it will help people. It's not to get Debbie Downer and that. But sometimes it's just good to get it out there. This is what I'm struggling with. Things aren't perfect.

MAGGIE: Yeah. I know with my mastermind group, we're very honest. I'm like, "Listen. I am a psycho today."

LIZ: Yeah.

MAGGIE: I feel irrational, and I'm having a severe reaction to something that has nothing to do with my business. I shouldn't be.

LIZ: Yeah.

MAGGIE: But that's a very honest, human reaction. I think the more we can be productivity in how we share that, I think that it kind of tethers us and grounds us more than getting stuck in all this crap.

LIZ: Yeah, absolutely. Then that's right. We get it out there. We share, and then we move forward. That, I think, is a key part of getting the right things done because we're getting some of that baggage out of our mind or even our body because, again, for us women, there's a lot of hormones and there's a lot that goes on, and it's hard building our own business.

MAGGIE: Yeah, it definitely is. It's challenging. I love, you know, so many good takeaways here, Liz, like get support, get focused on what the goal is. And, you know, I think just kind of be honest with yourself.

LIZ: Yeah.

MAGGIE: Is this busywork? Is this legitimate? Am I actually feeling like crap today? Maybe I need to take the day off.

LIZ: Yeah.

MAGGIE: Leveling with yourself and being kinder to yourself, I think that we all need that all the time.

LIZ: Yeah, we do. We do. I mean, while I'm all about being smart about business and having a look what successful people are doing in our industry, it's also good to take a step back and figure out what works for me. I love Instagram, and I'm not into Twitter, or I'm not into LinkedIn, or I'm not into Google+. That's fine. But just because someone that looks really successful is into all of them doesn't mean you have to be. I love to give my clients permission to say no, and I think that's another thing around getting shit done or the right shit done is saying no, that's not for me, that's not what I want to focus on.

MAGGIE: Yeah, and I think that that is just so aligned with kind of the Marketing Moxie message is you don't have to do it, man. Screw the rules. Do what works for you.

LIZ: I love the Marketing Moxie. Maggie, you are good - screw you.

MAGGIE: Yeah, I have -- I'm slightly delusional at times, but it works.

LIZ: It does. It does. Yeah.

MAGGIE: Liz, if people want to find you and learn more about you and the accountability coaching you do, where can they hook up with you?

LIZ: Yeah, on my website LizBrazier.com. L-i-z-b-r-a-z-i-e-r dot com, or is it zed in your language, Maggie? "Zed" or "Z," what do you say in Canada?

MAGGIE: I think we say "zed." What's the American way of saying it?

LIZ: "Z."

MAGGIE: Yeah, we say "zed." It's because we're from commonwealth countries, you know.

LIZ: That's right. The website there, I also have a free one-month test drive accountability to take me for a test drive, take accountability for a test drive, and you can find that on my website as well.

MAGGIE: Awesome. Thank you so much, Liz, for your time and your honesty.

LIZ: You betcha, Maggie. Thanks a lot.

MAGGIE: All right, so takeaways: Takeaway number one was how do you actually create accountability on a day-to-day basis. Liz recommended working with a buddy, an accountability partner, a mastermind group, somebody who you can tell what it is you're going to do because the second we actually speak it out loud or share it, it becomes real. Then we have to do it, right?

The other thing she suggested, which I love, is setting a timer and just kind of checking in with yourself and say, "What am I doing right now? Is this what I am supposed to be doing?"

Takeaway number two is really getting clear on what is that thing in a given week that'll make the difference in your business or your life. What is that key priority? Is it getting more sleep? Is it getting to the gym? Is it getting your guest post done?

Once you really get clear on those right things, you can know where it is you need to go. You know that every single day that is the intension of what you're supposed to do. Once you get really clear and identify it, it's a real game changer.

Takeaway number three is just staying connected, you know, knowing that you have support. You don't have to do this alone. A big part of accountability is having someone to be accountable to. If you're not involved with a mastermind group, find a free, online group. Find a business best friend that you check in with on Mondays and Fridays. Find someone to stay connected with. That connection is really one of the cornerstones of accountability.

Finally, Liz was really smart talking about how we need to be kinder to ourselves. I think that is something we all need to do. The reality is, things aren't always going to go according to plan, but we do have a

choice how we react to them. Not letting our inner mean girl take over really can make a big difference.

I think, sometimes, when we're really focused on being very full of moxie and getting the right shit done that we can lose sight of that, so I just wanted to remind everyone of that and just say, like, you know what? Hey, it's okay. We all have a bad day every now and then.

If you want to learn more about Liz and work she does as an accountability coach, you can hop on over to [MaggiePatterson.com/episode39](http://MaggiePatterson.com/episode39). You can also join us to get more moxie in your life and help you get the right beepity-beep done over in our Facebook group. You can join us. It's a free group, and all the information you need to join is at [www.MaggiePatterson.com/group](http://www.MaggiePatterson.com/group).

That was a mouthful getting out, wasn't it? But, hey, this is audio. It's my show. We can do whatever we want, right?

As always, you can find me over on Twitter @MagsPatterson, and I would love to hear from you. Of course, if you have feedback, hit me up with that too. I would love to hear it. Or leave us a rating and review in iTunes. That was a lot of things to throw at you right at the end when you're trying to think about accountability and getting things done.

Go get some stuff done, and we will talk all again soon. Thank you so much for listening.

OUTRO: Thank you so much for listening. Hop on over to our home base at <http://www.MaggiePatterson.com> for the show notes and more episodes. And you can join the Marketing Moxie Facebook group at [www.MaggiePatterson.com/group](http://www.MaggiePatterson.com/group). And remember, as Yoda says, "Do or do not. There is no try." That's what having moxie is all about.

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