

Announcer: [00:00:02](#) Welcome to the Carey Nieuwhof Leadership Podcast. A podcast all about leadership, change, and personal growth. The goal? To help you lead like never before, in your church or in your business. And now your host, Carey Nieuwhof.

Carey Nieuwhof: [00:00:18](#) Well, hey everybody, and welcome to episode 285 the podcast. My name is Carey Nieuwhof. I hope our time together today has helped you lead like never before. Well, I got to tell you, we've got a lot of self starters who listen to this podcast. We hear from you every single week. Thank you so much. By the way, if you ever have anything you want to talk to us about, shoot me a note at Carey@careynieuwhof.com. Myself and my team take a look at everything including all the ratings and reviews. You guys kind of fuel the podcast. You really do. We're so grateful for you. I'm so grateful for you.

Carey Nieuwhof: [00:00:49](#) I got a lot of stuff to share with you, so hang on. My guest today is Christy Wright. She works with the Ramsey Group. She is a speaker and entrepreneur, a best selling author, and she really helps people get started with their business. If you've ever had an idea or you're trying to get something off the ground or you're trying to turn something around, you're going to love today's episode. I think you're absolutely going to love it.

Carey Nieuwhof: [00:01:12](#) Just want to say thank you for you guys and the podcast. We're approaching the five year anniversary of this thing. Can you believe it? A couple of big milestones. We were at nine million downloads, which is nuts, insane. On September 10th, we're marking five years of the podcast. We got a very special giveaway for those of you. In fact, here's what we're going to do. We're going to stack your library. We hear from you all the time. You're like, "I buy all these books, and my budget's gone." We're going to choose a bunch of winners to celebrate nine million listens. You'll win five books of your choice. We're just going to send them to you. You choose any guest. We'll just get you the book. There you go.

Carey Nieuwhof: [00:01:50](#) Details are on my social media, so make sure you check out my Instagram, Facebook, and Twitter, and all those links are in the show notes by the way. Also, The Art of Better Preaching. That's a course that Mark Clark and I launched a year ago. Something special going on there. You can go check it out, The Art of Better Preaching is available at current pricing for just a few more days. If you haven't gotten in on that, you don't want to miss it.

Carey Nieuwhof: [00:02:14](#) You got a lot on your mind as a senior leader. One of the questions is how much can you actually juggle? Tim Schmidt is a

church planter, a senior pastor, and he outsourced his media needs to Pro Media Fire recently. I talked to him about it. I said, "Hey, Tim, you got a lot to think about as a senior leader. How has engaging an outside media company affected your peace of mind?" This is what he had to say.

Tim S.: [00:02:37](#) Well, I was constantly frustrated because I was following up on either people who did not have the organizational skills of follow through or just were too busy doing other things. I'd have something that was really important to get done, and it wasn't getting done. Now it's fire off a request, a rough draft of a request to Pro Media Fire, and within a couple of days I get back a finished product. I don't have to follow up on these people. It's taken a huge burden off of me. I think we would be there if we were a church of a couple thousand. We'd probably have graphic designers and videographers. We'd have all these people on staff, and we could just place our order with them because they work for us.

Tim S.: [00:03:24](#) When you're a new church you don't have that kind of staff. You need a partner that you can rely on that's going to take your order just as seriously as if they worked for you.

Carey Nieuwhof: [00:03:36](#) Hey, if you want help with custom graphic design and video, check out Pro Media Fire. Listeners of this podcast get 10% off their plans for life at Promediafire.com/Carey. That's promediafire.com/Carey, take a load off your mind. Something else, I love hearing success stories. Do you know that listeners of this podcast, this podcast only, have already saved over a half million dollars on their healthcare costs? Six hundred and twenty-five thousand dollars. That's through checking out Remodel Health. You ever looked at a health insurance company to look at your faith organization, you have no idea what you're reading? Health benefits are confusing. They tend to give you coverage you don't really need, and they lack coverage in areas you do need. What if you had an expert who came alongside you, not just help you understand your benefits, but also get you some cost savings on healthcare? That is a major, major cost as an employer. Remodel Health does exactly that.

Carey Nieuwhof: [00:04:38](#) As a benefits platform that cares for your team their innovative technology and their team of insurance, tax, and ministry experts, will come alongside you and help you discover a benefit solution that meets the unique needs of your staff. You can actually move from group insurance to individual plans for each employee, and, again, so far they've saved 7.2 million dollars to

churches that they can just reinvest and listeners of this podcast are about 10% of that \$625,000 you have already saved.

Carey Nieuwhof: [00:05:08](#) If you're not in on the savings, what are you waiting for? Check it out if you're an executive pastor, senior pastor, and you are in charge of staff. Go to remodelhealth.com/Carey. You get a free demo of their software, free quote for your organization. Maybe we can get up to a million dollars in savings from this podcast. Remodelhealth.com/Carey.

Carey Nieuwhof: [00:05:30](#) Guys, I want to thank you so much for your partnership. Man, I am pumped for this interview. Here is my conversation with an entrepreneur in her own right, a busy mom, and also an incredible leader, Christy Wright.

Carey Nieuwhof: [00:05:44](#) Christy, welcome to the podcast. I'm thrilled to have you.

Christy Wright: [00:05:46](#) Thanks so much for having me. I'm so excited about this. I'm a big fan, so I was looking forward to it.

Carey Nieuwhof: [00:05:51](#) Well, what a thrill to find that out. We have so many mutual friends, don't we?

Christy Wright: [00:05:55](#) We do. I love that world. It's very closely knit.

Carey Nieuwhof: [00:05:58](#) Yeah. Your mission is to help women start and grow businesses, which is fascinating. How on earth do you get passionate about that? There's lots of things you can do with your life. How did that become really your story and your mission?

Christy Wright: [00:06:11](#) It's so interesting because I help women do something similar every day and helping them figure out their passion and their direction and their calling and all of that type of thing. There's a lot of things that they could do. There's a lot of things I could do. For me, it really came down to looking at my story and identifying patterns. For example, I had a mom that started a little cake shop when I was six months old to raise and support me. I was raised literally in the business at times. We'd go there at 2:00, 3:00, 4:00 in the morning. I was a teenager running deliveries and errands and running the cash register.

Carey Nieuwhof: [00:06:43](#) This is what your mom did?

Christy Wright: [00:06:44](#) Yeah. She ran a business. That's how she raised me and made a living for us. I had this front row seat to watching this woman build a business and raise me and make it work. That obviously was very instrumental in my growth and development, but then

I went on to college and pursued a degree in business. I started my own side business when I was 23 to help pay my rent at this farm we moved to. Then I became a certified business coach. Then I really started to see this trend in the marketplace of you've got more access to starting a business now than ever before. The risk is low, the cost is low. It's so easy. You can start a business tomorrow with nothing more than your idea and a Facebook.

Christy Wright: [00:07:26](#) You're seeing millions and millions and millions of Americans starting side gigs and side hustles and starting their own thing, freelancers, independent workers. There's about 44 million Americans that are working as freelancers right now. You had these people coming into the market, and it's fun, it's creative, it's easy, it's exciting, but then it gets overwhelming. Well, how do I sell without being pushy? How do I set myself apart from the competition? How do I price and how do I pay myself? What about taxes and trademarks? I thought, "Well, I can help people." I can help people with the business side of things so they can do more of what they love and less of what they don't and really simplify that for them.

Christy Wright: [00:08:05](#) I think a lot of people have this myth especially when they get into business and it gets hard. They think, "Oh, I'm not cut out." That fear creeps up, the imposter syndrome. "I can't do it. I don't have a business mind. I don't have a business background." Who are you to do this? That's that voice in our head. I thought, "You just need what anybody needs. You need a little help. You're doing something new." That's really for me is seeing the patterns in my story combined with the need in the marketplace. I thought, "You know what? This is something where I can add value."

Carey Nieuwhof: [00:08:34](#) What did you do when you were 23? What was your side hustle?

Christy Wright: [00:08:38](#) I had always had this dream from the time that I was growing up to live on a farm. I had an aunt that lived on a farm. I had never lived on a farm. I was a suburban city girl. I just saw her life. She had animals and this big companion dog and a big white SUV. She was just so awesome. I was like, "I want that life." But in my mind moving to a farm with animals and horses, I'd always loved horses, was something I would do when I was in my 50s or 60s when I could afford it. That seemed more practical. I really feel like God brought me to this farm when I was 23 years old. It was 40 acres. It was for rent, which was weird to not be for sale because I could've never bought it.

Christy Wright: [00:09:16](#) It was three times the rent that I was paying at the time. I thought, "I can start a side business boarding horses." There was an 11 stall barn on the property. I'm an entrepreneur. I'm a problem solver. I'm like, "Oh, I can make this work." I moved to the farm with the plan to start a side gig boarding horses to help pay my rent, and that's exactly what I did.

Carey Nieuwhof: [00:09:35](#) No way?

Christy Wright: [00:09:36](#) Yeah.

Carey Nieuwhof: [00:09:37](#) You moved to a farm when you were 23 years old and figured out how to finance that?

Christy Wright: [00:09:42](#) Yeah. The rent was about \$1,500 a month. I could afford \$500. I was working by the way full time in a nonprofit, and full time in nonprofit is like 80 hours a week.

Carey Nieuwhof: [00:09:53](#) They gave you \$12 a month whether you needed it or not?

Christy Wright: [00:09:56](#) I did the math, and I was making less per hour than the lifeguards that I managed that were 16 years old. I was working nonstop at the Y, so I couldn't afford the rent. But I thought, "If I just get a few horses here to board, that will offset the cost, and I can make the rent." That's what I did. Then I got animals of my own. I got my own horse, a beautiful Tennessee walking horse, and then I got a couple of fainting goats off Craigslist, which by the way Carey, if you've never Googled fainting goats, please do that because they're hysterical.

Carey Nieuwhof: [00:10:24](#) Fainting goats?

Christy Wright: [00:10:26](#) Yes. They served no practical purpose on this farm. They're purely for my entertainment because when they get startled they pass out, and it's hysterical.

Carey Nieuwhof: [00:10:33](#) That's the best. I did not know that.

Christy Wright: [00:10:35](#) Just Google it.

Carey Nieuwhof: [00:10:38](#) I will Google that. All right.

Christy Wright: [00:10:40](#) One hundred bucks for two fainting goats, will link below.

- Carey Nieuwhof: [00:10:41](#) I'll tell you what. I'll leave that... We'll put that in the show notes, fainting goats. We need some YouTube videos or something. That'd be great.
- Christy Wright: [00:10:47](#) It's amazing. Then I got a donkey and had some barn cats and just did the whole farm life for a couple of years.
- Carey Nieuwhof: [00:10:53](#) Did the risks scare you? That thousand dollar a month gap is pretty big because it's 2X or 3X what you can put into it. Are you afraid of risk? How do you manage that particularly as a young person?
- Christy Wright: [00:11:11](#) It's interesting. I think different... People are wired differently.
- Carey Nieuwhof: [00:11:13](#) Yeah, they are.
- Christy Wright: [00:11:14](#) My husband, for example, is very conservative. He's very cautious. He doesn't like risk. He likes the safe route. I'm very entrepreneurial. I'm an Enneagram 8. I'm like, I'm going to make it happen. I don't know how, but I'm going to make it happen. I'm a kind of figure it out as you go kind of girl. What's so interesting is that I see a lot of entrepreneurs that are wired very entrepreneurial. They're problem solvers. They're like, "I don't have the perfect path of how this is going to work out. I just know that I'm going to make it work out." Sometimes that drive can be very motivating because you have to.
- Christy Wright: [00:11:44](#) I work with a lot of women, not a lot, but I work with some women that their income from their side business is supplemental income, and so it's not needed, so they don't make very much. They're like-
- Carey Nieuwhof: [00:11:56](#) Oh, so it's like an artificial cap?
- Christy Wright: [00:11:58](#) Yeah. They're not as motivated because they don't have to have it. If you've got to have it, like when my mom had \$64 to her name and started a cake shop, she had to make it work. She didn't have an option not to. That survival mentality can be very motivating. It also can scare people and be paralyzing if you're very scared of fear and risk and that kind of thing, but also for certain types of people it can be almost like this adrenaline of we better figure it out because I got to make rent.
- Carey Nieuwhof: [00:12:24](#) It's interesting because I'm entrepreneurial too. I'm an Enneagram 8. Is that a typical profile for an entrepreneur? Do you find certain numbers coming up... I promise not to make this the Enneagram podcast, but I am fascinated by it.

- Christy Wright: [00:12:37](#) I am too.
- Carey Nieuwhof: [00:12:37](#) Ian Morgan Cron's been on. Ennie, our mutual friend has been on. She just did Ennie a Summer, which is fascinating.
- Christy Wright: [00:12:45](#) I know. She said I was scared of the 8's. I was like, "We're not scary," as I yelled at her.
- Carey Nieuwhof: [00:12:50](#) You yelled at her. You yelled. We're not scary.
- Christy Wright: [00:12:53](#) I don't know. I don't know what the trends are. I would imagine, I know more research about men and women. For example, research shows that little girls tend to be more fearful than little boys. It's fascinating. Little girls brake sooner when riding their bicycles than little boys do.
- Carey Nieuwhof: [00:13:11](#) Really?
- Christy Wright: [00:13:11](#) Little boys are more risk takers, which any moms of boys can go, "Amen."
- Carey Nieuwhof: [00:13:18](#) I raised two boys. Yeah. They broke bikes and themselves. Yep.
- Christy Wright: [00:13:20](#) Yes. Research says they're slower to learn from calamities. I'm like, "Well, that is true." They always... This is fascinating. They always tend to attribute the mistake... They're slower to learn from mistakes. They always attribute the mistake to something outside themselves. It couldn't have been them. Right?
- Christy Wright: [00:13:38](#) Women, little girls, internalize their mistakes. They never want to make the same mistake twice. They're more risk averse. Well, you think of the implications of this as grown men and women where you see this in the entrepreneurial space, you certainly have women that are go-getters and fighters and risk takers, but I think we struggle or we deal with fear differently. We deal with fear very differently as men and women. If you are terrified of risk, if you're terrified of failure, if you never want to make the same mistake twice, you will not succeed as an entrepreneur. All we do is make mistakes all the time. We fail. We fall on our face. We're like, "Well, that was an experiment. Didn't work. Let's try again."
- Christy Wright: [00:14:15](#) Most successful people know this male or female that you have to be willing to fail, fall on your face, make a mistake, learn, dust yourself off, and get back on the horse. If you don't, then it will be very difficult because very few people have a smooth,

perfect ladder to success. There's a lot of dips. There's a lot of valleys. You got to be able to withstand those to make it.

Carey Nieuwhof: [00:14:37](#) That really touched me what you said, growing up with three sisters and being married to an amazing woman. It was funny, Tony was hosting a couple of friends, some younger leaders. I'm on my boat with all women earlier this week. We were talking about Instagram and what you need. They were talking about how polished their posts need to be. I'm like, "No, they don't need to be polished at all." I took a picture of my finished dinner plate and threw it up on my Instastory just to prove that you can put anything on the Internet and people will not abandon you. But that really plays into this idea, guys normally would just say, "Yeah, you know what? The market was bad or this just happened. I'm going to try again."

Carey Nieuwhof: [00:15:20](#) How do you help women if that's true and it does resonate? You see this. You work with thousands of women. How do you coach yourself through that or how do you get coached through that? Or is that just, "No, that's the way I'm wired, and this is the way it's going to be"? How do you get people past that fear?

Christy Wright: [00:15:40](#) I think for me the approach that I've tried that has worked at least up to this point is I really try to normalize fear because I used to think of fear as a bad sign. If I was scared of something, I shouldn't do it. This is a red flag. Turn back now. It's a sign from God that it's a bad idea. That's what fear represented to me. What I've noticed is fear is not a bad sign. It's a normal part of the journey. You're scared because it's new. You're scared because it's different. It does mean you shouldn't do it. I tell people all the time, "Fear is not a sign you're doing something bad, it's a sign you're doing something bold."

Christy Wright: [00:16:13](#) When I begin to normalize fear, it helped people realize you're not the only one that thinks this. Everybody thinks this. Everybody has the imposter syndrome. I teach a lot on the imposter syndrome. Researchers believe up to 70% of people suffer from it. Kate Winslet has said before going off... This is academy award winning Kate Winslet has said before going off to a shoot, "I would think I can't do this. I'm a fraud. They're going to find me out." Even really successful people suffer from fear or doubt or the imposter syndrome. It's just the difference is successful people do it anyway. They do it scared. They don't wait until they're not scared to do the thing they want to do. They do it scared.

Christy Wright: [00:16:49](#) What I tell people all the time is, "Don't wait until you're not scared." If you wait until you're not scared, you won't do anything. Anything I've ever done I have done terrified. The first time I walked on a stage as a public speaker I was shaking in my shoes, terrified, but I just faked it. I faked it until I felt it. Over years of reps of doing something, that fear lessens, but it's amazing how I think we want to insulate ourself from any potential failure. We want to protect ourself from fear and say, "Okay, when I'm not scared, when I'm super confident, when I'm ready, I'll do it."

Christy Wright: [00:17:20](#) Well, ready is a myth. You've got to do the thing scared because truly the antidote to fear is action. Nothing will silence your fear of doing the thing like doing the thing. So go do the thing. Because then fear can't torment you with all these terrifying possibilities of what's going to happen if you do it. You're like, "I did it. Shut up. I did it scared." Just normalizing it I think really helps people understand they have permission to do the thing scared. Joyce Meyer says, "New levels, new devils." Every time you do something new and push yourself outside your comfort zone, which is where all good things exist by the way, you're going to be a little scared because you've never done it. And that's okay. That's a normal part of the journey. It just helps people realize, yeah, I feel that, and I'm not going to let it stop me.

Christy Wright: [00:18:03](#) Because the reality is that fear wants to box us into a very small life. Fear establishes the limits of our life. If you're scared of heights, you'll stay low. If you're scared of people, you'll stay alone. If you're scared of outside, you'll stay inside. We start to realize, wow, this is really limiting my life. I'm not going to let it do that anymore. I'm going to do it scared whatever the thing is. After reps, after multiple successes, after doing it, you can feel scared from one situation and be like, "You know what? I was scared over here, I did it anyway." I'm going to do this as well. It really helps you develop that muscle even if you're still scared at the time.

Carey Nieuwhof: [00:18:38](#) How do you know... Because I love that you're talking about this, and I'm thinking about imposter syndrome, a lot of the people I know who want to get stuff off the ground they have a research thing like, "I need to go get a degree," is one example.

Christy Wright: [00:18:54](#) Yeah, that's with students.

Carey Nieuwhof: [00:18:55](#) Or, "I need to read some more books." Or, "The website isn't quite ready to launch." I was sitting down with one

entrepreneur this morning looking at her website. I'm like, "It's beautiful." It's like, "Yeah, it just wasn't ready to launch." I'm like, "Well, it's better than mine," and I got a great website. Then sometimes you're really not ready. You're not an expert in the space. You don't actually have anything that people would benefit from. How do you know where that line is that you actually have an idea or that you are ready to launch? Are there certain benchmarks?

Christy Wright: [00:19:27](#) That's a great question. I tell people, "I want you to start with the baby version of your idea." Entrepreneurs are a lot of times like this, we're dreamers, we're visionaries, we're like, "Oh, I'm going to start this new app, and this app is going to change the world." It's going to cost a million dollars, and I got to go... " Okay, great. Let's validate that idea with a Facebook group. Let's start with your flip charts. Let's prove that this is actually something worth investing in your time, your energy, your money, your skills, your education, whatever. What I try to do is I try to take the big dream and not lose the big dream but break it down to a baby version of that dream, a 1.0 version of that dream, that we're going to test and try and start with.

Christy Wright: [00:20:07](#) What's so beautiful about this when you're getting into business is it's beneficial not just for the business idea, it's very beneficial for you because you think you know what the market wants. You think you know exactly what you need to say, how you need to say it, how you need to build it. And you don't. Business is a conversation with the marketplace. What I want you to do is create your 1.0 version, your baby version, and put it out there and see what people say because what they're going to say is, they're going to say, "I love this, but not this. A little more of this. A little less of this." Then you take that feedback. You go back and you make the 2.0 version. You make it a little better. You put it out there. They're like, "Oh, love it. Could you also add this feature and this and this?" This is how a conversation works when two people participate.

Christy Wright: [00:20:50](#) What a lot of entrepreneurs miss is they think they know exactly what the market needs, and they have it so perfect in their head and they're going to wait until it's perfect to put it out there, and they spend a lot of time, money, and energy and delay where they're missing out on this real-time feedback from the market. They finally launch something at some point that they think is perfect. It's not perfect.

Christy Wright: [00:21:07](#) You're never done iterating. You're never done improving. We're always listening to the market because it's this

conversation. What's happening in that process when you do a little at a time, even though it's not this big splash, "Here's my new app," is not only is the business idea getting refined and validated and improved, you're learning your business skills. You're learning how to deal with that crazy customer. You're learning how to deal with that Facebook friend that came out of the woodwork from middle school asking you for this thing for free. You're learning what you're okay with and what you're not and what your values are and what help you need and what your strengths are and what you need to outsource. It's so important to start with the baby version.

Christy Wright: [00:21:44](#) I use the iPhone example. We're on the iPhone what now, 10, 11, 25? I don't know, but they started with the one. The started with the iPhone one.

Carey Nieuwhof: [00:21:51](#) Right.

Christy Wright: [00:21:52](#) And then the iPhone two. They improved from there. That's really what we need to do in business because I don't want you to wait until you're ready to start. You'll never start. By the way, a lot of people that say I'm not ready or it's not perfect or I need another degree. Here's what I hear the most, Carey. I need more experience. I need more experience. What they're doing is they have this idea in their head that those things will make them feel ready. They will make them feel confident. They will make them feel qualified, and they don't. You can have all the degrees in the world on your wall and not feel qualified. That is something that's in you, and you've got a lot of successful entrepreneurs that have no degrees by the way. A piece of paper doesn't give you permission to go into the marketplace. When you solve a problem and you're willing to work hard and serve the marketplace, that's when you're ready to go to the marketplace.

Christy Wright: [00:22:42](#) Everyone starts somewhere, so give yourself permission to be a beginner. You may be a C level business coach, but, hey, you're helping somebody that sucks. You know what I mean? You can help somebody with your C level skills and knowledge. There's somebody that knows less than you, so go help them and then you'll improve your skills and become a B level and then an A lister business coach. Really, I think a lot of people are using those as crutches and excuses because they don't feel ready, but the truth is you're ready when you are willing to serve the marketplace and listen and solve a problem. Just to your point start with your 1.0 version so you can learn as you go.

- Carey Nieuwhof: [00:23:19](#) You mentioned a Facebook group. The other objection I hear a lot is I don't have the money. I need millions of dollars or tens of thousands or hundreds of thousands, pick your digit.
- Christy Wright: [00:23:29](#) Right.
- Carey Nieuwhof: [00:23:31](#) The reality is, people ask me all the time, how do you get started blogging? We have a crazy amount of traffic today. I bought a \$75 WordPress theme.
- Christy Wright: [00:23:40](#) Right.
- Carey Nieuwhof: [00:23:40](#) That was it. It wasn't that great, but it was what I could afford at the time. It was really the content that drove the growth, that wasn't a massive Facebook advertising budget. I didn't advertise on Facebook for years. It just started with viral growth. People ask me, "What's your business strategy?" It's just like I didn't have one. This hobby became now what I do with my life. Where would some low hanging fruit, what are some examples of places where you can just start tomorrow or next Monday without a whole lot of money, without a whole lot of expertise? Where can you launch?
- Christy Wright: [00:24:22](#) Well, I think a lot of people get into business by thinking of what they love and what they're good at and what they think would help people. That's not a bad place to start. That can give you some great ideas, but what is going to cause your growth is life chance for other people, is solving a problem. When you had people come to your blog, Carey, they came for themselves. They didn't come for you.
- Carey Nieuwhof: [00:24:44](#) Yes, 100%.
- Christy Wright: [00:24:44](#) They came because-
- Carey Nieuwhof: [00:24:45](#) I would say that to my team. Nobody cares about me.
- Christy Wright: [00:24:48](#) No.
- Carey Nieuwhof: [00:24:48](#) It's true.
- Christy Wright: [00:24:48](#) They're like, "What's in it for me?" You did something in your content that added value to them that they came back and back and back and told their friends. That's the difference. If you approach your business or your blog or your idea, whatever it is, from what problem does this solve for someone. How can I help

someone? How can I add value? When you transform someone's life or you just give them tips on how to improve the curb appeal of their home or here's five hacks on how to have more time or whatever your thing is. I don't even know. It doesn't matter. The industry, it doesn't matter. You could be helping them have bee hives. It doesn't matter. It could be super niche. When you help people, you will attract the tribe that is interested in what you're about, that they have the problems you're solving, and they begin to spread the word for you, and they come back again and again.

Christy Wright: [00:25:35](#) The problem is when we start to get into business thinking it's about us, I'm so clever, I have funny stories. People ask me all the time, Carey, they come up to me all the time and say, "I want to be a speaker like you." My response is the same every time. "What do you want to say?" Because I never wanted to be a speaker, but I had something to say that would help people. The platform, the method to get that out to help people with speaking, I could do it on stage or I could do it in my mom's basement. I don't care where I do it. I just want to help people. When you're focused on look at me, I'm in the spotlight. I want to be an influencer. I want to be so clever. No one comes for that. They're coming for themselves.

Christy Wright: [00:26:07](#) There's a great TED talk. I'm sure you know it. But for your listeners, Simon Sinek, Start with Why. There's a book about this, but it came from his TED talk. If you just want to have the 18 minute TED talk, people don't show up for you, they show up for themselves. Everything about your business needs to answer the question your customer, your viewer, your reader is thinking, which is, "What's in it for me?"

Christy Wright: [00:26:28](#) Every piece of marketing, every piece of content, every product feature needs to somehow answer the question your customer is thinking, which is, "What's in it for me?" When you do that, you don't need a lot of money because you're adding value in some way, and that organic growth that you just talked about will happen. You can do it through Facebook. You can do it through blogs, Facebook Live, videos, Instagram. It doesn't matter. We've got a million free social media marketing tools to get the message out there, but the message has to be good. If the message is good and helps people, then they'll spread it and keep coming back.

Carey Nieuwhof: [00:26:59](#) Can we talk about value and pricing as well?

Christy Wright: [00:27:02](#) Yeah.

Carey Nieuwhof: [00:27:02](#) I'd love to talk about that because what I do I don't know what your story is, but I didn't make money doing this at the beginning. It was a hobby. That turned into something that eventually involved a team and fixed costs and so on and so forth as it grew. Can you make money overnight? We have a freemium model where most people expect things like this podcast for free. How do you know... The other question that's under the question is, and I'm glad you raised gender differences, my suspicion would be that women tend to undervalue their services and undervalue their products. Have you run into that? Let's talk about pricing a little bit.

Christy Wright: [00:27:43](#) Yes. Okay. There's a couple of things going on there. I want to start with what you just said about the differences between men and women. It also is in the nature of the industry that you're in. If you are in an industry where you're charging for you, your knowledge, it's a service based business. You're charging for your skills.

Carey Nieuwhof: [00:28:01](#) Consulting, you're speaking whatever.

Christy Wright: [00:28:02](#) Yes, exactly. It feels so personal because it's you. Even men can struggle with this what am I worth feeling because you're charging for yourself. You're not charging for a hard cost of goods that you're just marking up. Service based businesses struggle with this and women in particular product or service. It doesn't matter. What's going on there is women traditionally are so relational. We are wired very relationally. We value ourself by our relationships. I'm Carter and Connie's mom. I'm Matt's wife. I'm so-and-so's friend. We see the world around us through relationships.

Christy Wright: [00:28:37](#) Well, when you put a price on something, you're thinking, "Oh, well how will that make them feel? What if they don't have the money? Well, I just feel bad. I don't want to take money from them." We have all these feelings about money. What I do especially when I work with women on pricing is I take all the squirmy feelings out of it. I say, "Fails is a transaction. It is an exchange of value." No one has any feelings about this. When you go in Starbucks and you give them \$5, you don't feel bad about that. It's because you want the coffee more than your \$5, and they want your \$5 more than they want the coffee. That was an exchange of value. The same thing is happening in your business, with your painting, or your hair bows or your consulting. It is an exchange of value. That person wants your knowledge and expertise and life change, again, solutions to their problems. It has to have a result here more than they want

their \$100 an hour or session, and you want that \$100 more than you want whatever is going on in your head that's going to help them.

Christy Wright: [00:29:31](#) I take all the emotions and squirmy feelings out of it, but you made a great point. I think you need to know your industry. If you're going to charge for a podcast, do something amazing because podcasts are usually free.

Carey Nieuwhof: [00:29:43](#) Yeah, that would be really good to be behind that pay wall. Yeah.

Christy Wright: [00:29:48](#) That doesn't mean that you can't have different legs of your business. I tell people all the time, you need to know what purpose any given leg of your business is going to do. For example, I used to blog all the time. As this business grew, that wasn't a good use of my time. We weren't actively monetizing it. It wasn't going to be one of the core aspects of either marketing or providing any product or service. We just kind of let it go on maintenance mode. We'll post some new articles every now and then, but it's not a core part of my business. That was a strategic, intentional move. My podcast, however, is. My podcast is not charged. It's free. But it drives other things that we're doing in the business, but we do have other things that we monetize from events to books to planners to my coaching group and that type of thing. You just need to know what purpose it serves.

Christy Wright: [00:30:35](#) If you're not seeing a purpose in what you're doing, don't do it. If it's not somehow driving an aspect of your business, then it's a waste of your time. But there's a lot of different variables that go into pricing. For example, you want to look at if you got a product based business, you want to obviously look at your cost of goods and your true cost of goods, not just like, "Oh, it was like one frame." I mean, everything that goes into it.

Carey Nieuwhof: [00:30:59](#) Right. You got a picture frame business on Etsy or something, and-

Christy Wright: [00:31:03](#) What's going into producing it? You've got to look at your time. You have to look at any overhead whether that's software subscriptions or light or phone bill or whatever. You need to look at what the market will bear. This is really, really important. This can vary depending on your region if you're an in-person business. What someone's planning in Nebraska for a storefront is different than Nashville, Tennessee or L.A. or New

York. You need to look at that. You also need to look at just the nature of the industry.

Christy Wright: [00:31:30](#) For example, if you're making pies, most people expect to pay between \$10 and \$40 for a pie. If your pie is \$200, it better make me lose weight. That's way outside the range of what pies go for. You need to understand that. The other thing I teach people is if you're in a product based business, it will have a much more narrow range of what you charge for that product because typically the product based business is based on the cost of goods plus a markup. That's just how that business is structured. If you're in a service based business, the range of what you can charge is basically unlimited.

Carey Nieuwhof: [00:32:08](#) It's insane. It's all over the place.

Christy Wright: [00:32:09](#) Right. You could have a public speaker or a photographer or a coach or consultant that will do something for free and a hug and you're just going to cook them dinner because they're getting started and you've got people that are \$250,000 for a one hour keynote as a public speaker. The range is just insane. That obviously is based on your credentials, your experience, your portfolio, your-

Carey Nieuwhof: [00:32:32](#) Demand.

Christy Wright: [00:32:32](#) Yeah, demand. All of those things. I think when you understand the business that you're in, then you begin to pull from these different variables, and you're still going to come up with a range. People think it's a perfect pricing formula. We're all testing and iterating and trying things. We're going to try this and we're going to try this. It's never set it and forget it. You're always trying to adjust, but if you know the business you're in and you know the business model of how you're monetizing what you're trying to do, you've had a free podcast at the top of the funnel, but that's driving book sales, that's driving a subscription model. If you begin to understand how these things interact and the customer journey as someone moves through a relationship with you as they get to know you, like you, and trust you more deeper in the funnel, then you come up with a range that you feel pretty good about that's working for your business and working for the marketplace. That's something that's really good business and you don't feel bad about.

Christy Wright: [00:33:21](#) When I sell a book and someone comes up to me and says, "Oh, my gosh, I'm so excited about this book. Do you think it will help

me?" I'm not like, "Gosh, I don't know. Hit or miss. Maybe." I'm like, "Yes, it's going to help you. I can't wait to watch you apply this to your business and I can't wait to watch you win. In fact, when you win, will you go ahead and send me your story on my email? I'd love to share it on my podcast." I have seen the life change, and I believe in what I'm doing.

Christy Wright: [00:33:45](#) The caveat to all this is if you don't believe in what you're doing, go do something else. But if you believe in it, you have a responsibility to share it with the marketplace because people need what you have to offer, and it's your job to tell them about it.

Carey Nieuwhof: [00:33:58](#) I imagine this is fairly easy, Christy, once you get started, you're out of the gate, particularly with personal services. You can figure out, okay, I'm sold out at X price, perhaps the market can withstand a price increase for whatever I'm offering. But, if you're just starting out, so right now I want to think about everybody who's got the idea but not execution. Let's not talk about picture frames or crafts that you do, let's talk about personal services, whether you're a photographer, public speaker, a coach, you're offering a course or whatever or consulting, how do you know what you're worth?

Carey Nieuwhof: [00:34:40](#) I'm not asking you to tell me, "Well, you charge \$399, that's where you start." How do you even begin to set a value on that?

Christy Wright: [00:34:47](#) There's two different ways you could go about it. I think both have pros and cons like any one would. Let's talk about the way that most people start that is probably... It's how I got started as a public speaker. That is you will perform that service speaking, photography, or whatever, for anyone, anywhere for any price, for anyone, anywhere. What's amazing is you are learning and growing so much through those reps, it's more for you than it is for them. But what will happen is you begin to get your name out there. You begin to get referrals and word of mouth. It starts to build this portfolio. Now you have a sizzle reel as a speaker. Now you have a portfolio as a photographer, but you're willing to do the grind.

Christy Wright: [00:35:28](#) Here's what I would encourage you to do. This is, again, for you and for the market. Set a date range. You're not going to do this free grind forever and market yourself as the free person. What you're going to do... This is what I did when I became certified as a business coach. When I went through all of these courses it was about a year and a half of courses, part of the last bit to be credentialed to go before the board for your certification is you

had to have 400 hours of paid coaching services while you were in class. You're still not certified, but you need 400 hours that showed that you... You had 300 hours of freebie. You also need 400 hours of pay.

Christy Wright: [00:36:04](#) I had a little blog at the time. This was way before I became a Ramsey personality or anything like that. I was like, "This will just be fun on the side." I put on my blog and on Facebook and all the social media, I said, "Hey, I'm working towards my life coach and business coach certification. I need some hours that are paid. I'm offering a special introductory rate for these three months." From August to October I'm only going to charge \$25 a session. Here's the forms. Sign up. This is the timeframe in which you can get my coaching services for very, very cheap, and then after that I go to my normal coaching rate.

Christy Wright: [00:36:37](#) What that did was, again, it's kind of that urgency of the timeline, the deadline, kind of like the farm rent story, but what it does is it creates this timeframe that people are like, "Oh, well, I'm going to support her. She's getting credentialed. She's starting out. I'm getting this for her. I'm also getting coaching services for super, super cheap." But then come October 1, those prices went up to a normal starting rate, which was like \$75 for a session, which is normal starting rate.

Carey Nieuwhof: [00:37:02](#) It's what they'd see in the wider marketplace.

Christy Wright: [00:37:04](#) Yeah. You kind of go from there. You're saying on the front end, "Hey, I'm getting started. Help me out. Here's an introductory rate, but it's good until this date." You're communicating to them, "I'm taking it serious come October 1, and you're going to take it serious come October 1." What's great is when you've added value for three months to these people at \$25 an hour, a lot of them will make the jump with you because they want to stay with you.

Carey Nieuwhof: [00:37:24](#) They're real happy to pay you more.

Christy Wright: [00:37:26](#) Right. You've solved their problems. You have added value in some way. You have to do that regardless of the price or what you're doing. That's one approach that's just... For the life coaching or this as coaching, that's what I did there with the speaking, I just spoke to anyone, anywhere. Carey, I have spoken at family reunions, high school reunions, high school cafeterias. I have spoken at literally entire classroom auditoriums that are seated for 500 people when two students showed up, and it turned out they got extra credit is the only

reason they came. I have been in auditoriums where two people showed up. One fell asleep. I kid you not. One talked on her cellphone, not texted, talked out loud.

Christy Wright: [00:38:06](#) I'm like, "And baby step forward is... "

Carey Nieuwhof: [00:38:08](#) There's nobody there?

Christy Wright: [00:38:09](#) No. I mean, the stories that I have... I have spoken at a family reunion where they fed me refrigerated chicken fingers and saved me a seat at the kid's table. I kid you not. For all the famous stages I've been on, for all the 12,000 to 20,000 people, I have had so many more stories that are so less glamorous. Here's what I found is you have got to be faithful in the small things before God can trust you with those bigger things. If I was not faithful in those stages, if I didn't give it my all, and I phoned it in, and I was like, "Well, you jokers aren't even paying attention, so I'm just going to halfway do it," that's developing poor character in me.

Christy Wright: [00:38:47](#) Instead, I showed up at every event, and I gave it my all as if it was the most important event of my life. From growth from 10 years of doing this, the stages got bigger, the audiences got more full, the clients got better, the fees got higher, the word of mouth referrals got the word spread. But you have to give yourself permission to be a beginner, a photographer, whoever, be willing to provide that service to anyone, anywhere for the reps, for the portfolio, for the getting started or for a lower rate, for a cheaper rate, but set a time limit. I'm going to take events that look like this or clients that look like this at this rate for this timeframe, and after this I'm going to get serious. All that time, by the way, you're marketing yourself. You're not waiting and charging the real rate to start marketing. You're marketing yourself in that. This is your on ramp.

Christy Wright: [00:39:35](#) Then when you actually are saying, hey, here's my real rate, I'm taking clients, and so on, you have built that demand up for that three months or six months or whatever your season is. But it's for you and for them to know, hey, I'm putting the word out there. Get in while you can. Then we're going full steam come this date.

Carey Nieuwhof: [00:39:52](#) Oh, that's good. Anything else on pricing?

Christy Wright: [00:39:53](#) I think you need to... It really comes down to you feeling confident in the value that you provide because if you don't feel confident in the value you provide, if you don't feel confident in

your business, if you don't believe in your business, no one else will. Here's what the implication of that is. If you believe in your business and you stand by your price and you stand by your value, your worth, whatever that is, then you have got to be okay with people not paying. You have to be okay with losing customers. You have to be okay with people going, "Will you do it for cheaper?" You say, "No, I won't."

Christy Wright: [00:40:27](#) Because what's going to happen is, when you put a price out there, let's say it's a service based business, let's say that you're a wedding planner and your rate is 10% of the total wedding budget. I'm just making this up hypothetically. You've got someone that comes in and goes, "Oh, well, I really want this service, this package," which is like you 24/7 being on call for them, "and I only want to pay you \$200." You have to be willing to turn down that client.

Christy Wright: [00:40:52](#) I know you feel like you're leaving money on the table. I know you feel like you're hurting your feelings, but the problem is when you take that client you are devaluing your service, and you're removing the possibility that you're going to get the 10% of the big budget client. Think of it like bait. I use this example all the time. I say, "When you go fishing," which I don't because I can't be quiet that long, but if I did go fishing, "you use a certain type of bait to catch a certain type of fish you want to catch. When you put out a cheap price, you wonder why you're getting cheapos. That's your bait."

Christy Wright: [00:41:22](#) If you don't want to serve cheapos, if you don't feel this heart call for cheapos that want to pay less and ask for more and wear you out, and take up 90% of your time and give you 10% of the actual profit, if you don't want to serve them, which I personally don't, then don't put out a cheap price because that's the bait you're putting out, that's the fish you're catching. Put out the price of the type of clientele you want to serve because your target market is the group of people that want what you have to offer and they're willing to pay the price you charge.

Christy Wright: [00:41:53](#) Let me tell you something. When you find that person and they are out there, sales are effortless. You don't have to twist their arm. You don't have to talk them into it. They're like, where do I sign?" Here I am. I'll give you an example, Carey. If I saw an advertisement... I like to get massages. I have knots in my back and stress and tension or whatever. It's a fun thing. If I saw an advertisement for a \$25 massage, no thank you. No thank you. I want to pay more. I want to pay at least \$75 for my massage

because I believe that that is not a good message, that is not the value there, that is probably sketchy and weird. There are people that want to pay more. Go find them. Let them be your customer.

Christy Wright: [00:42:35](#) So often I just see women... I say women because I work with women through business boutique, but I think anybody can be guilty of this, where they put out a cheap price, and then they wonder why they're not making any money. I'm like, "You're the business owner. You set your price. You're attracting that type of person by the price you put out. Change your price. Change your person you're attracting."

Carey Nieuwhof: [00:42:54](#) On of my submissions in life, I have many, is to cure broke thinking in the church because the church as we know, not always, but often, are filled with what you call cheapos, the people who sit on the board and go, "How much for that speaker? How much for this?" It's almost as though the less you pay the better we do, the better that's... Their whole definition of stewardship is how cheap can you get it, which is why we all have the Kool-Aid without sugar as kids, which is why everything was watered down and bad coffee and the whole deal.

Carey Nieuwhof: [00:43:25](#) That translates to everything from the contractor on the building to the supply preacher to somebody you bring in as a consultant, et cetera. What would you say to... Cheapo's don't listen to this podcast. Just so that the leaders who do can go back and have a line for the cheapos there, how do you argue your way into a fair price that you would pay on behalf of a charitable organization or a business for services that are valuable?

Christy Wright: [00:43:56](#) Well, I think everything that you just described is people looking only at price, not looking at value. Price is only an issue if you don't believe the value is there. That's true for any consumer, whether you're in the church or not. If I believe that this product is going to provide me with more than what it costs me, then I'm going to buy it, and I'm not going to feel bad about it, assuming I have the money. If someone just doesn't have the money, that's not an option for them. Assuming someone has the money and they're on the fence about something, if they believe that service is worth it, that product is worth it, then they will pay it happily.

Christy Wright: [00:44:34](#) The problem with that mentality is they're looking at the price regardless of the value. They're like, "I will leave 10 times the

value on the table because I don't like that." It's very small thinking. It's very narrow minded thinking. If we want to get biblical about this, if you look at the examples of scripture, if you look at the parable of the talent, we are called, we are instructed to go and multiply what's being given. If you're not faithful to a few things, that's not going to give you more to mismanage. Mismanage doesn't mean being cheap. It doesn't mean skimping. Jesus gave the best wine. I feel like we are having a terrible reputation in testimony when we're leaving crappy tips, and we've got crappy Kool-Aid, and we've got crappy speakers, and we've got crappy... We should have the best.

Christy Wright: [00:45:17](#) There's an awesome person I would refer you to or resource I've mentioned. I interviewed Stephanie Meeks. She's the owner of Five Daughters Bakery here in Nashville. She's this unbelievable, unbelievable Christian. Her faith is she just shines when she's in a room. I asked her this question because her donuts are stupid expensive, Carey. They're crazy. How much are they, Heidi? They're probably like \$6 a piece probably.

Carey Nieuwhof: [00:45:44](#) Okay, for a donut?

Christy Wright: [00:45:45](#) One donut. They're crazy expensive. I asked her one time, I was like... And they're really good. Okay?

Carey Nieuwhof: [00:45:52](#) Yeah, they better be for \$6.

Christy Wright: [00:45:52](#) She's got lines out the door at multiple locations all day every day. This business is not struggling. She's a believer. I was like, "I got to know." How do you charge so much for your donuts? Do you feel... She said, "It's not that I feel like I should charge less because I'm a believer, I feel like I should charge more because I'm a believer because I'm stewarding what God has given me. I want our brand and our business and our donuts to have the best reputation of the most expensive, the most quality, the best experience." She goes, "I don't want us to be the cheap brand. I don't want us to be the brand that is... As a believer I feel like I have even more responsibility to charge more."

Christy Wright: [00:46:33](#) She never saw charging more as taking advantage of someone, she saw it as this stewarding and the reputation that her business had. She explained it way more articulately than me. On this podcast, it was just amazing her answer flipped the whole question on its head. It was like, "As believers, shouldn't we have the best?" Shouldn't we have the best speaker? Shouldn't we have the best churches? Shouldn't we have the

best Kool-Aid? Shouldn't we have the best of everything? If the value is there, you don't want to get taken advantage of, but if the value is there that we should honor someone for the work that they do. We should honor someone for the value they provide.

Christy Wright: [00:47:08](#) It's really sad when people miss that because the church is missing out on benefiting from all of those solutions and services and quality because they're only looking so small minded at whatever this amount is. I think in the church or out of the church we see that happening.

Carey Nieuwhof: [00:47:26](#) I so appreciate what you're saying. We'll link to that. That's an episode from your show?

Christy Wright: [00:47:31](#) Yeah, it's a Business Boutique Podcast. It's an older one with Stephanie Meek, but the story is beautiful.

Carey Nieuwhof: [00:47:34](#) Yeah, we'll link to it. I love that. I think there's a difference between opulent and excellent value. I think there's a difference between that. Whenever I price something I hope that people think it was worth more than what they paid whether that's coarse or whatever it happens to be. What do you do? You raised this earlier. This is a problem for a lot of self-employed people. You've got the people who want it for free. It's like, "Well, we're friends. Just come and do it for free." Or, "Hey, we've never paid that amount. Will you do it for a fraction of what you normally charge?"

Carey Nieuwhof: [00:48:12](#) What's your advice to entrepreneurs when that happens?

Christy Wright: [00:48:16](#) If you're a believer, I'll tell you here's my protocol for that, and then there's always the disclaimer if God leads. If God leads you to do something, then you obey. But God is not just leading you to just be a doormat. We need a plan for how we're going to handle things, be a good steward of our business, and not get run over and taken advantage of. There will always be exceptions to that rule. For example, people ask me to coffee all the time to pick my brain. My answer to that is no. I have a little script. I have it like, "Oh, thank you so much for thinking of me." I will be very kind, but my protocol is no because that's time away from my family. A yes there is a no to something else that's more of a priority to me. It's also how I make a living is through my coaching services. I'm not going to dilute those by just going to coffee for all these people.

Carey Nieuwhof: [00:49:01](#) Right. Coffee equals coaching, equals solve my problem for me for free.

Christy Wright: [00:49:03](#) And the brain picking... Totally. I'm not up for it. However, every now and then... I had this experience about eight months ago. A young woman in our company came up to me after one of our staff meetings and she was like, "Hey, Christy, my name is such and such. I'm so inspired by you. I just really would love to learn from you. I'd love to be mentored by you. Is there any way that you would spend time with me?" I get this request all the time. Not like I'm so popular, but this is not the only time it's ever happened.

Carey Nieuwhof: [00:49:28](#) Sure. It's a real thing. I get it.

Christy Wright: [00:49:29](#) In the moment I said yes. I just felt the spirit lead me that I was supposed to mentor this girl. I responded to that moment as an exception to the rule. I will tell you, this is a real struggle for people to say no and stand their ground. Here's what I teach people. This is so practical, but, Carey, it's insanely helpful. I want you to write it out ahead of time. I want you to write out your response to the most common request you get. Someone asking for your product for free or at cost, cheaper than what you're pricing, someone asking for your pattern or your secret sauce because they want to make it themselves, this thing that you build your business on, they want to know how to do it themselves. Someone asking you to go to coffee to pick your brain. Whatever the most common requests you get are, you know what they are if you're the business owner, I want you to go ahead and script out your response.

Christy Wright: [00:50:18](#) You can work on it. You can tweak it. I want you to script it out exactly what you're going to say in a way that feel authentic and true to you but stands your ground and the answer is no. When you do that you practice it in front of your mirror, in front of your spouse, in front of your dog. You practice it. Then the next time someone asks you, when that person comes out of the woodwork on Facebook from middle school and they want you to be their realtor for free because remember you all go way back. You have got your response. You don't feel caught off guard. You don't feel put on the spot. And you are able to answer in a way that is authentic, that you don't end up resenting yourself and regretting it later and trying to wriggle out of it, which is I want your word to mean something. I want you to be credible enough. Say yes, but-

Carey Nieuwhof: [00:50:57](#) You don't want to say yes on the spot and then email back later and go, "Actually... "

Christy Wright: [00:51:01](#) Yes. An honest no is always better than a dishonest yes. We're going to have our word mean something. You script it, you practice it, and then when you're put on the spot you have that response in your back pocket. I'll give you an example. My husband is brilliant at this, Carey, because I have a lot of ideas. I'm an entrepreneur. I'm the excitable one as you can probably imagine.

Christy Wright: [00:51:19](#) My husband is practical, logical, conservative, all that. I got new ideas, like 500 a day. He will say no to me about something, and he never even says the word. It's brilliant and it's so kind. Here's what it looks like. It looks kind of like the feedback or criticism sandwich. It's like he starts with something really nice and affirming and then politely declines without even saying a word and then ends with something affirming. The conversation would go something like this. They can use this in their business.

Christy Wright: [00:51:44](#) I'll be like, "Matt, I got this great, brilliant idea. We should totally redecorate our entire living room again." Right? I was just making this up. He'll be like, "Wow, man, you are just so creative. You're so good at design. I don't know we have the bandwidth for any more projects right now, but I just love how creative you are." Now, that was so nice. But the answer is no. We're not doing another project. We're not redecorating.

Christy Wright: [00:52:10](#) You can be so kind if someone says, "Christy, I want to take you to coffee to pick your brain," or, "Hey, can you help me move this weekend?" Or, "Hey, can you raise my children or provide chili for the potluck?" You can come up with a response. It's like, thank you so much for thinking of me. I'm not going to be able to fill that this weekend. This is not a priority right now. I'm maxed out, but I hope you guys have an awesome chili cookout or whatever the thing is. You can be so kind, but the answer is still the same. The answer is no. I think it's really... The key to this is preparing ahead of time. You have to prepare ahead of time because if not when you're on the spot you will over explain or you'll say yes and try to wriggle out of it later. Instead, prepare ahead of time. Script it, practice it, and then you're ready. Of course, there's always the disclaimer if you feel the spirit leads you, then certainly obey if there's someone you're supposed to bless.

Carey Nieuwhof: [00:52:56](#) That's kind of what Andy Stanley says. "Sometimes you do for one what you wish you could do for everyone." I'm having lunch

with somebody next Monday. He just asked. I get lots of requests. Normally, I say no because otherwise I can't write. I can't lead. I can't preach. I can't do what I'm called to do. I'm like, "No, I can meet this guy." It was just something that really caught my heart in the moment. I'm like, "Yeah, this one I'm going to do."

Christy Wright: [00:53:20](#) The other thing I think is important is... My mom told me this growing up. It's just so simple. I think women that are really relational, we get caught up in the emotions of the moment. Oh, I feel bad, and all that. My mom gave me this great line. I actually used it today believe it or not. She said, "Christy, if someone is going to have the nerve to ask you, you have to have the nerve to say no." Because they had the nerve to ask you. They had the nerve to initiate that request. They had the nerve to low ball you. They had the nerve to... Whatever. The thing is, you've got to meet them there. Just because you can do something does not mean that you should. Just because someone needs you doesn't obligate you.

Christy Wright: [00:53:58](#) I'll give you a really practical example. This was literally an hour before I came into the office to do this interview with you. We're trying to sell my older car. The guy that was interested in buying it is like deep in the Dave Ramsey tribe. He's like, "Oh, my gosh, you're Christy Wright." He knew me. I was like, "Oh, I just want to be anonymous. I just want to be a mom... "

Carey Nieuwhof: [00:54:14](#) If you give it to me at this price, I'll be debt free. There's the answer.

Christy Wright: [00:54:18](#) I just want to be a normal person selling my car. Anyway, of course we had the list price expecting to negotiate. I had a range and I had a bottom dollar that I was willing to accept for selling our car all based on research and all that stuff. He offered me the... He didn't know that. He offered me what the lowest I was willing to accept. I thought, "Okay, this is a Dave Ramsey guy. He's an honest guy. He's paying cash. He's got a young family." I'm like, "Yeah, I feel good about that." I feel good about taking this amount. That was that.

Christy Wright: [00:54:43](#) We agreed on that price. He was like, "Well, I want to get it inspected, and then we'll do all the paperwork." I was like, "Okay, great." We get the inspection back, and there's some maintenance things it needs, which it's a 10-year-old car. Of course, it does. It was nothing alarming. He offered me less. He said, "I want to take this off the price, and then will you accept this offer?" I said, "No." I said, "I've already taken a lot of money

off of it." I said, "But I totally understand if it's not a good fit for you. Thanks anyway." I was willing to walk away. If he had the nerve to ask for less when I've already given less, taken less, then I had to have the nerve to say no. I had to have the nerve to walk away.

Christy Wright: [00:55:19](#) You can do that with your time. You can do it with your money. You can do it with whatever. People will always ask for more and more and more, and at some point you have to realize, "Hey, if they have the nerve to ask, I have the nerve to protect my stuff, my resources, my time, my energy, my money, my things." You don't just have the right to protect those things, you have the responsibility to because no one is going to protect your time. No one is going to protect your business. No one is going to protect your bank account if you don't. It's your job, and we are called to be stewards. By the way it's not even yours, it's God's. We're called to be stewards of that. You have to be smart with that.

Carey Nieuwhof: [00:55:50](#) I so appreciate that. There's something under that Christy that's really kind of interesting to me under the variety of examples. A car is a really good example of that. You know the value of the car based on the Blue Book, Black Book or whatever it is between X and Y, and he wanted to go below that. It is easy to walk away from a transaction like that because you're like, "Well, there's some other guy who might pay me in the middle of the range or the top of the range, and then we can deduct the maintenance from there." When it comes to personal services or shooting a wedding or planning a wedding or whatever that happens to be, you have to actually feel that there's value in what you offer.

Christy Wright: [00:56:29](#) What you're trying to find as a business owner but as a consumer as well, if I was in his shoes... This is what I said to him whenever we were negotiating the first time to get to the first amount. I said, "I want something. I want a deal for me and a deal for you." This goes back to the church broke mentality. If the church will not pay a market value for services and products, they're putting people out of business, and they will not have those options for products and services in the future. You need to find the middle ground that is a value for you and a value for them.

Christy Wright: [00:57:03](#) If I'm quoting things, and I quote things all the time personally and professionally, I'm never trying to get the cheapest, the person that I'm just going to wear them out and they're not even going to make any money. I want them to make money

because I want them to stay in business because I want to use them again. You're trying to honor the work that they're doing, and you're also trying to get a good deal for you. To your point if you believe the value is there, then you don't mind paying that.

Christy Wright: [00:57:28](#) I'll give you an example of having a wedding planner. Hiring a wedding planner was really hard for me because I'm very creative. I'm good at events. I'm like, "I can do this myself. This is a waste of money." I sit down. It's this woman that is actually a family friend. I was like, "This will automatically... I know she's going to give me a good deal because we're friends," and that kind of thing. I'm already kind of like, "Okay, let me go a little bit cheaper than some random stranger in a wedding planning business.

Christy Wright: [00:57:53](#) We sit down. I was like, "Explain to me how this works." I was like, "How much is it, and what does it involve?" She kind of showed me her packages. She walked me through her actual packages and what she charged. I'm still struggling with it. I'm still like, "I don't know if the value is there." That's what I'm struggling with. I don't know if the value is there. I don't know if it's worth this amount of money or any amount of money because I can do it myself. Then she said something to me, and I use this as marketing. I use this when I teach marketing all the time because it's brilliant. She said something that made me get the value and made me feel something.

Christy Wright: [00:58:25](#) If you're marketing your business and you're using all this marketing language like, "We lead to transformative results in your business for the future and beyond," no one gives a crap. That's a bunch of marketing language. It doesn't make people feel anything. Let me tell you what Jenny said to me when I sat down with her, and I was skeptical about this wedding planning. She said, "I do everything so that you can show up to your wedding as a guest." I said, "Where do I sign?" Because I got it.

Carey Nieuwhof: [00:58:49](#) Sold. Sold.

Christy Wright: [00:58:50](#) It made me feel something. I got the value. I was like, "I'm going to show up to my own wedding as a guest." I don't have to do anything. I don't have to write checks. I don't have to orchestrate the florist. You're going to do everything so that I can show up to my own wedding as a guest. That visual... I got chills. It made me feel something. People make purchases based on how they feel. You need to as a marketing side note here communicate your value that makes people feel something, that makes people care, that makes people get it.

Christy Wright: [00:59:16](#) I'll give you another example. This friend of mine, April Perry, she runs a business that helps people become more organized and productive. Those words are accurate. They're also boring. I know that I need more organization. I know I need more productivity, but that doesn't make me feel anything. When she's saying, "Hey, my \$300 course helps you be more organized and productive," I'm like, "Meh, meh."

Carey Nieuwhof: [00:59:39](#) Meh. We can all be more organized if we want to.

Christy Wright: [00:59:40](#) I'm sure that's valuable, but is it \$300 valuable? I don't know. She was like, "Here's what I do. I help you get the piles out of your house." I said, "Oh, where do I sign?" Because I'm surrounded by piles. Laundry piles, paper piles, rock piles, dump truck piles. I would love to get the piles... It's amazing when you realize as the business owner it's your job to communicate the value but not just communicate it in an accurate way, communicate it in a compelling way that makes people feel something where they want to get out their checkbook, where they want to get out their wallet and their purses because they're going, "I get it. This is worth more to me than the money I'm going to pay for this service or this product." You're finding that middle ground.

Christy Wright: [01:00:20](#) At the end of the relationship, Jenny felt great about my wedding because she made that amount of money, and I felt great about my wedding because I didn't have to do anything. You're finding that that's what business is. I think people think of business as if you're a consumer your job is just to get the cheapest. If you're the business owner, your job is to make the most money and take advantage of people. These extremes are not accurate in either case. As a consumer and as a business owner, you're finding a middle ground where both of you are thrilled with the deal. Both of you love the price, the deal. When I go to Starbucks I don't leave sad. I'm real happy about having my own coffee.

Carey Nieuwhof: [01:00:52](#) And you would replay that wedding scene that you talked about with Jenny your planner all day long over and over again?

Christy Wright: [01:00:58](#) That's right.

Carey Nieuwhof: [01:00:59](#) Right. It's like, "Yeah, you'd hire again in a heartbeat."

Christy Wright: [01:01:01](#) That's right.

Carey Nieuwhof: [01:01:02](#) Because you got to go to your wedding as a guest.

- Christy Wright: [01:01:03](#) That's right.
- Carey Nieuwhof: [01:01:04](#) Well, I did not intend to spend most of this episode talking about pricing, but this has been a fascinating conversation because it's the most granular we've ever gotten on value and pricing and valuing yourself. I think that's a real issue in a lot of circles. Plus, the whole broke mindset that church leaders struggle with. Cheap is more expensive in the long run for sure.
- Christy Wright: [01:01:24](#) Yes, yes.
- Carey Nieuwhof: [01:01:27](#) As we sort of wrap up, what other issues do you see entrepreneurs facing or want to be entrepreneurs facing that you're like, "Wow, yeah, this is on my top five, top ten list of things that I'm always talking about"?
- Christy Wright: [01:01:40](#) We hit on it a little bit, but I would say the number one is fear. We talked about that. The money is certainly a piece about it. We talked about that a lot. Third, this is the one we've just hit on a little bit, but time management. It's just male or female any stage of life, how do you do it all? You're never off. You're always connected. I have several different kind of tips and teachings on life balance and creating your version of balance. What does it look like as an entrepreneur?
- Christy Wright: [01:02:06](#) I will tell you the thing that has just really been on my heart the last year is the importance, unbelievable importance of seasons. I think we approach our life from this perspective of January one I'm going to set goals and resolutions, and by God in June and November I'm still beating myself up because I didn't keep those things. Well, your life has changed. The priorities I have in January are different from June, are different from October. Just assessing your life and your priorities from a seasonal mentality, as an entrepreneur or not is really, really important.
- Christy Wright: [01:02:41](#) Ecclesiastes talks about the value of seasons. There is a seasonality to what we do. If you look at your life from any small block of time from a micro level, you can make assessments about yourself that are not true. When I was on book tour for two and a half weeks I didn't see my kids hardly at all. I was trying to get my book out in the world. It was a two and a half week book tour. If you look at that and go, "Oh, I'm a bad mom. I'm the worst mom. I don't know my kids. What are they doing?" If you look at it like that, in that season the priority was launching my book. That summer my priority was not going in the office, it was hanging out with my kids, taking them to the zoo, going to the playground.

Christy Wright: [01:03:18](#) In a different season my priority might be training for a marathon. In a different season, right now, my priority is getting ready for Mary Grace my daughter that's going to be here in September. I am trying to get the rooms rescheduled. We've got bunk beds going in. We've got the nursery getting flipped. We've got all these... That's the priority this season. That won't be the priority in the fall. In the fall it's going to be just being a mom of a newborn.

Christy Wright: [01:03:39](#) Just the seasonality to our lives I think has such value because it gives you permission to reset your priorities based on the season that you're in and not feel guilty if, "Oh, I work too much," or "I don't work enough," or "My house is a mess." Well, my house is a mess right now because I got two young kids and a baby on the way. It doesn't mean I'm a bad mom, I'm a scattered mom, I'm a messy mom. I'm in a season of toddlers. It just gives you this permission to realize that this is a season and it's not who you are. It's not your identity and it's not a reflection of who you will always be, but it gives you permission to live in that season, embrace that season and know that it will have an end and there will be a time that I wish there were little fingerprints all over my front door like my in-laws do right now. That season will change.

Carey Nieuwhof: [01:04:24](#) What are some of the rhythms, habits, and disciplines that have helped you launch really a massive platform of your own, business of your own, coach, be a mom, be a wife and still have time to do interviews like this. What are some of the rhythms and practices that are working for you?

Christy Wright: [01:04:45](#) Well, on a tactical level, tactically I use time blocking. I will block segments of time. Right now, I'm writing a devotional. I can't write a devotional in 30 minute blocks. I've blocked the month of July. This is the only thing I'm doing today other than writing the entire morning. I have long blocks of time not in and out of a lot of things. I'm also very proactive about my schedule where I go into my week ahead and I put on there what the most important priorities are, and everything else has to work around that. I think a lot of people are very reactive with their schedule.

Carey Nieuwhof: [01:05:18](#) I understand.

Christy Wright: [01:05:19](#) Stephen Covey talks about this. He says, "Don't prioritize your schedule. Schedule your priorities." Don't move around puzzle pieces that are already there, go ahead and put the puzzle pieces on that you want. Schedule your priorities and everything else falls around that. It gives you this ownership of

being proactive. Just because someone puts an appointment on your calendar doesn't mean you have to go. It doesn't mean you have to accept it. You realize you're in charge of your life. You're in charge of your time. You don't have to say yes to everything. Time blocking is a very tactical one.

Christy Wright: [01:05:49](#) Also, what we talked about earlier, just saying no. I say no to a lot of stuff. I've gotten really good at it. I feel guilt free when I do it, not 100% of the time, but I tell people all the time saying no is a muscle, and if you never use it, then it's a little weak. When you start lifting those weights, it's a little wobbly at first, but the more you do it, the better you become. Eventually you feel powerful like you actually have a say in your own life. Imagine that.

Christy Wright: [01:06:16](#) Saying no is a skill to make sure the only things on my schedule are the things that are really, really important to me. I'll give you an example. Even as we're looking ahead with me being on a maternity leave in September, I can't just go dark for three months. I have crammed 12 months of work into eight months. I've gotten my podcasts recorded through February of next year.

Carey Nieuwhof: [01:06:37](#) Wow.

Christy Wright: [01:06:39](#) That's a priority, which means a lot of things I didn't get to do. We said no to outside speaking. We said no to favors. We said no to a lot of things so that we could say yes to bashing the podcasts. It gives you permission to know what your priorities are and only spend your time on those most important things and you say no to everything else. That's the tactical. But let me tell you something that's less tactical, but I think very powerful, and this is true for men and women. This has been transformative for me in terms of life balance.

Christy Wright: [01:07:09](#) I have realized that the source of my guilt with my time between work and home and kids and all that kind of stuff especially as a mom and a mom of young kids and all the pressures and all that what that means, I realize that my guilt always comes from focusing on where I'm not. If I'm at work I'm like, "Well, are my kids okay. Are they sick? What are they doing? I should be there. They're at the zoo. I wish I was there. I wish I was at the giraffes." You're just focusing on what you're not. When you're at home, I didn't meet that deadline. I forgot to respond to that email. Let me pull up my phone real quick. Let me pull up my computer real quick. Let me just respond.

Christy Wright: [01:07:41](#) If you're always focusing on where you're not, then you always feel guilty because you're never focused on where you are, and you're never actually present where you are. Well, I'll tell you when this really hit me. It was when my son, Carter, he's now four and a half, I was dropping him off at daycare for the first time, and this is a very emotional day for anyone the first day of daycare. It's your first child. You're just tears. Oh, my gosh.

Carey Nieuwhof: [01:08:02](#) For dads too. I remember.

Christy Wright: [01:08:03](#) Totally. It's this moment of emotional angst. I'm driving away from daycare, which was a quarter mile from my office by the way. Very close. I'm driving away, and I just kept thinking about, "Is he okay? Does he need me?" Four months old. I felt God say to me, "Christy, remember that what you're doing is important," meaning what I was driving to, my work. The work that I get to do is important, the lives that I get to change, the impact I get to make, the way that God uses my skills and gifts. That's important work. What I realized in that moment was I was looking through the rear view mirror literally of the daycare. That moment shifted everything for me where I decided to start living my life looking through the front windshield instead of the rear view mirror.

Christy Wright: [01:08:49](#) Instead of always focusing on where I'm not, I just focus on where I am. It's literally a control where I have a choice to make at any given moment to focus on where I'm not or where I am. Right now, I'm here with you. I don't know what my kids are doing. They could be sleeping at home. They could be somewhere else. I don't even know. I'm here with you, hanging out with you fully engaged, fully present. I'm not thinking about them at all. I'm able to enjoy this moment with you totally guilt free.

Christy Wright: [01:09:14](#) Then when I go home tonight I'm not going to be thinking about you or your listeners or any part of this podcast. I'm going to be playing with my kids. I'm going to be wrestling. We're probably going to go to the playground. I'm going to be totally present with them. It's just a matter of choosing to intentionally shift your focus from always looking in the rear view mirror of where you're not to looking through the front windshield of where you are. Then you give people an incredible gift. You give them your presence.

Christy Wright: [01:09:36](#) In our over connective culture that is an unbelievable gift to give yourself your undivided attention, but it also allows you to shake that guilt. You can also do that by the way with your to-

do list. I think a lot of people do this. They have a to-do list of 75 things. They do 73, and they focus on the two they didn't do.

Carey Nieuwhof: [01:09:53](#) On the two they missed.

Christy Wright: [01:09:54](#) That's right. Instead, focus on what you did do. Focus on where you are. Focus on what you have accomplished and be proud of that, and that will help you shake the guilt and actually be present in the moment that you're in.

Carey Nieuwhof: [01:10:05](#) Well, this has been an incredible moment, Christy. Thank you. Please tell us about your podcast, your books, and what's next for you, and where people can find you.

Christy Wright: [01:10:13](#) Yeah, thanks so much for having me.

Carey Nieuwhof: [01:10:13](#) Obviously, motherhood is next for you.

Christy Wright: [01:10:16](#) It's going to be a crazy fall. I'm so excited. Businessboutique.com is the best place. We've got a podcast. We've got the book. We've got courses. We've got Devo coming out in the spring. Just fun stuff. It's helping women start businesses, but the Devo is really for anyone. It's just fun to see how, again, the seasons change. The seasons change. I'm going to be a mom to a newborn this fall and then I'll be back at it in January. Any way I can help. I'm just such a fan of you, Carey. I love what you do. I love that we have the same friends. I'm so glad to be here. Any way that I can help in the future I'm happy to.

Carey Nieuwhof: [01:10:48](#) Well, it's so mutual. I learned a lot, Christy. We'll link to everything in the show notes. This won't be the last time if you're willing. Thank you so much for being on the show. I appreciate you.

Christy Wright: [01:10:57](#) Oh, I'd love to. Thanks, Carey.

Carey Nieuwhof: [01:10:59](#) Well, that was a great interview. That one is up on YouTube along with a select boutique of some of our interviews. You can find my YouTube channel in the show notes or just go to YouTube and search my name, and you'll find it there and all the show notes. You can find quotes and shareables and details and transcripts and so much more at careynieuwhof.com/episode285. That's episode 285. You'll find it right there. If you haven't checked out what we're doing online, there's a lot going on right now. You can find it all at careynieuwhof.com or if you can't spell that, go to leadlikeneverbefore.com. You'll find it all there including some really cool stuff for a giveaway. That's

happening on my social channels, which you can access through my website. I'm on Instagram, Facebook, and Twitter. We're doing a fun giveaway for the fifth anniversary of this podcast there. Also, remember the Art of Better Preaching price goes up real soon, so head on over to the Artofbetterpreaching.com and check that out.

Carey Nieuwhof: [01:11:56](#) If you're looking for custom graphics support, do what Tim did and take a load off your mind and actually advance your game socially. Go to Promediafire.com/Carey, and then become one of the many churches and faith based organizations saving in healthcare. Go to remodelhealth.com/Carey. Thanks to our partners who make sure that you get this for free. I've been excited about this interview for a while, but next time on the podcast I'm back with John Townsend. He's written some incredible books. We talk all about people. That's coming up next Tuesday when we drop a fresh episode.

Carey Nieuwhof: [01:12:32](#) Guys, thanks so much for listening. Thanks for your ratings and reviews, nine million downloads. Ten, we're coming for you. This is incredible for a guy who still works out of his basement. I just want to thank you so much. I hope that you've now got a library of over 300 interviews that you can use for you and your team, and we continue to want to bring you the very best conversations. I'm doing a lot of flying this fall, doing a lot more in-person interviews and investing a little more in the podcast so we can bring you the very best.

Carey Nieuwhof: [01:13:01](#) Thanks so much guys. We will catch you next time with John Townsend. I hope our time together today has helped you lead like never before.

Announcer: [01:13:10](#) You've been listening to the Carey Nieuwhof Leadership Podcast. Join us next time for more insights on leadership, change, and personal growth to help you lead like never before.