

Cat Stancik, Creating Firework Experiences That Attract Your Ideal Clients - Episode 283

In this Episode:

- Cat shares her journey when she made the big leap out of the big consulting firm world into being an entrepreneur
- Her invitation to women to reclaim her amazingness, start shouting it out and standing for her worth
- The importance of being the master of your time
- The beauty of connecting people to the possibility of what life could look like instead of making them feel worse about themselves or showing them what they're missing
- She shares her wisdom on bringing people into pipelines
- The beauty of repeatability without boredom
- Why you need to ask yourself about how you feel about your business
- She talks about her firework experiences
- The secret to making how firework experiences work
- Why we need to look at people multidimensionally instead of just as credit card transaction
- The shifts that are happening in the world of women entrepreneurs in 2023
- She shares her free gift to scale your business

Notable Quotes:

“The only way for me to really harness and claim and drive my own success is to be master of my own time.”

“In making that transition from corporate to entrepreneurship, I had to really be my own battery source of validation.”

“One of the fastest way for an entrepreneur to be successful is to do the inner work.”

“The biggest obstacles in our way aren't physical, they're in our mind's eye.”

“It's really more about connecting people to the possibility of what life could look like.”

“It's not about making a sale, it's about finding the right people to support.”

“Focus on the system and the process, the repeatability, which means the confidence to create results in your business on a consistent basis.”

“There are no rules in marketing.”

“Allow people in your community to get the right support because at the end of the day, what they're going to remember how you facilitated their success.”

“We want to build an army of people who are willing to refer us because they have experienced the value that we drive.”

3 Pearls of Wisdom:

1. Be yourself and bring all of you to the table.
2. If you can dream it, then it's possible. And all you have to do is find the evidence and the evidence is already all around you.
3. You don't have to hustle. Time isn't the same when we do work that we enjoy.

Resources:

Cat Stancik is the Founder of [Action Incubator](#), Bestselling author of "7 Principles for a More Productive and Fulfilling Life" and creator of the Lead Boss System. She supports her clients to scale their business so they free up their time to create the impact (and revenues) they set out to accomplish. She focuses on measurable results. Breaking down complicated process into simple and strategic action steps with the support to stay in action.

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