

# Abigail Pumphrey and Emylee Williams, Empowering Women on Creating a Life-First Business - Episode 286

## In this Episode:

- Emylee talks about designing a business that is around intentional hustle
- Abigail shares the story about how all of the forced rest has really taught her the value of what it can do for her and the intentionality she can put behind it
- They talk about how they met and started their business together
- Their mission of helping more women and fems in business build wealth and build understanding around it
- The mistake that business owners make in scaling their business of not understanding what their money is doing for them in their business
- How they look at their client's business worlds holistically, understanding the balance of what they need and what they want and what they want to do in order to get there
- The difference between growth and scale in business
- The importance of being intentional, about the things that you actually prioritize
- The beauty of setting up the process in advance so it can be simple when things come up
- The misunderstood part of marketing when everyone tends to think of marketing in whatever channel tends to be the most trendy

## Notable Quotes:

“In designing a business that's around intentional hustle, there are going to be built-in seasons of rest that follow a built-in season of intentional work, intentional growth, or intentional hustle.”

“We always look at our client's business worlds really holistically of understanding the balance of what you need and what you want and what you want to do in order to get there.”

“Organization takes time but simplicity is always on the other side of organization.”

“Avoid uncomfortableness by honoring the boundaries of the time constraint.”

“If I were to prioritize anything, regardless of what business you're in, prioritizing relationships is key to all of it.”

## **Pearls of Wisdom:**

1. Have a conversation with someone about how the actual steps of the math that need to happen in order for you to reach your goals.
2. Identify what your business values deeper and figure out what it actually looks like and does not look like to live in them, and what it looks like for you when you're breaking the value.
3. Do an audit of what you need and what you want.
4. You have to enjoy the journey.

## **Resources:**

**Abigail Pumphrey and Emylee Williams** are the business fairy godmothers behind [Boss Project](#) and the hosts of the chart-topping podcast, [The Strategy Hour](#). They're internet-famous for their program, Trello for Business, which breaks down boring and complicated systems into bite-size chunks. They have helped over 10k creative small business owners create simplicity and ease in reaching their goals. After getting their start in 2015 serving clients in the marketing and branding space, they now help other service-based business owners reignite their offer, create systems for client experience, and get more of their time back inside their program, The Incubator. The team at Boss Project is truly revitalizing the service-based industry through strategies that don't require flashy marketing, a huge audience or full-time hours.

**Website:** <https://bossproject.com/>

**Facebook:** <https://www.facebook.com/groups/thinkcreativecollective/about/>

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